



Brand News

► News and highlights from Certified Angus Beef LLC*

Scholarship applications due

The Colvin Scholarship Fund will award \$9,000 in scholarships to individuals who demonstrate leadership in the beef industry. Applications will be judged on activities and scholastic achievement, essay and verbal communication skills and reference letters. The top applicant will receive a \$3,500 award; second place, \$2,500; and three scholarships of \$1,000 each will be awarded.

The deadline for applications is Nov. 16. For information, visit www.certifiedangusbeef.com, select Press Room and click on the Colvin Scholarship tab. Winners will be announced in January 2010.

Twenty years and counting

Cargill Meat Solutions recently celebrated its 20-year partnership with CAB — one of the brand's longest partnerships.

Fed cattle are harvested and fabricated at five Cargill facilities in the U.S. The company's Schuyler, Neb., plant was the first to process the CAB brand.

Clint Walenciak, CAB director of packing, says Cargill is recognized as an industry leader for its innovation, focus on international markets and commitment to marketing branded beef. He adds it is consistently a key player in the world of value-added products.

Bar V advances with CAB

Bar V Ranch Ltd., Jamestown, N.D., has been committed to producing high-quality Angus cattle since the 1970s. In May, the Bar V 1,500-head feedlot took that commitment to the next level.

"We decided to become a partner in the CAB Feedlot-Licensing Program," says co-owner and manager Brian Amundson. "We were already doing a lot of the same management practices, so it just made sense. Now we have better carcass data to serve our customers." He works along with wife Jennifer and parents Van and Patty Amundson to keep Bar V Ranch running smoothly.

Paul Dykstra, beef cattle specialist with CAB, says, "This will be a great outlet for North Dakota producers interested in the

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CAB target and getting data on their cattle."

CAB-licensed feedlots add value with management that maximizes the genetic potential of Angus-influenced cattle, Dykstra says. Coordinating nutrition and implant management practices with ranch customers allows for the best in Angus carcass quality.

Bar V Ranch joins the ranks of 64 CAB feedlots in 16 states, in a system that promotes their ability to manage for quality. "Brian wants to feed the top end of the cattle population, and this affiliation with CAB will help provide a more public presence in the beef business," Dykstra says.

Amundson classifies his feedlot as, "small with a competitive edge." Bar V Ranch regularly sorts cattle at reimplant or at the feeding period midpoint for optimum quality, a benefit that is not common at larger feedlots, he says.

"We are able to spend more time on sorting, receiving, processing and shipping cattle to be sure we are producing the highest quality," Amundson says. "That allows us to target the higher end market."

Not only does Bar V Ranch pay special attention to the needs of cattle, but also the needs of the producer. Owning cattle on feed and also operating a 400-head cow-calf business, Amundson says he can relate to producers.



Dans La Bouche is a trendy steakhouse grill in Montreal, Canada, targeting the 35-and-older crowd. The restaurant, a CAB partner since June, features a two-story concept that seats 120 people. The eatery served more than 800 guests during the two-day celebration of its grand opening.

CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588; phone: 330-345-2333; fax: 330-345-0808 • www.cabpartners.com

John Stika, president
Brent Eichar, senior vice president
Tracey Erickson, vice president, marketing
Mark Polzer, vice president, business development
Larry Corah, vice president, supply development

SUPPLY DEVELOPMENT DIVISION

Kansas staff:

CAB Program Satellite Office
1107 Hylton Heights Rd.
Manhattan, KS 66502
phone: 785-539-0123; fax: 785-539-2883
Larry Corah, vice president

Gary Fike, beef cattle specialist
Laura Nelson, industry information specialist
Wendy Nichols, office and data manager
Lance Zimmerman, supply development marketing manager

Nebraska staff:

Paul Dykstra, beef cattle specialist
782 5th St., PO Box 856, Chappell, NE 69129
308-874-2203
Miranda Reiman, industry information specialist
75845 Rd. 417, Cozad, NE 69130; 308-784-2294

Ohio staff:

Mark McCully, assistant vice president; supply development director
Marilyn Conley, administrative assistant
INDUSTRY INFORMATION DIVISION
16360 Victory Rd., Onaga, KS 66521
phone: 785-889-4162
Steve Suther, director

To order CAB merchandise, visit www.angussalebarn.com. For a source for recipe ideas, storage and handling tips, restaurant listings, retail store locations and cooking information, visit www.certifiedangusbeef.com.

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"I am in the beef business," he says. "It's what I do every day, so I am familiar with what producers go through. We feed cattle for investors and producers, but also for ourselves, so we truly put our money where our mouth is."

Getting to the meat of marbling

The 2009 Reciprocal Meats Conference, held in Rogers, Ark., in June, was the site of some important marbling-related discussion. CAB staff hosted a think-tank related to recent grading trends. Eight meat scientists shared their perspective on everything from the Choice-Select spread to heifers in the mix and placement trends. With their input, CAB vice president Larry Corah will pull together a research review on the topic later this year.

"Development of Marbling in Meat Animals," was the theme for one of the featured technical sessions. Researchers from Texas, Idaho and France talked about their work, and a panel discussion followed. Visit www.meatscience.org to view any of the presentations.

Feedyard hits target times three

McPherson County Feeders finds success through sorting and targeted marketing. The CAB-licensed feedyard had three lots qualify in the June 30.06 honor roll (see Table 1).

The program recognizes feedlots harvesting enrolled cattle that achieve at least 30% CAB brand acceptance or Prime while keeping Yield Grade (YG) 4s and overweight carcasses below 3% each.

Leading off was a group of 10 head with an 80% CAB acceptance rate.

Owner-manager Allan Sents says his 10,000-head feedlot sorts aggressively: "We don't have a problem sorting cattle two or three times to get the best results we can."

The Oklahoma ranch-owned mixed group of cattle had an average daily gain (ADG) of 3.6 pounds (lb.) while posting a cost of gain (COG) that was \$3 per hundredweight (cwt.) lower than average. Sents was pleased with their performance data. "This group of cattle was well above average on all their carcass information and converted better than the average grade."

Two groups of Kansas heifers also made the cut with 39% and 34% CAB and Prime qualifying rates. Both lots had above-average live performance as well.

The cattle feeder credits his ranch customers. "They pay a lot of attention to the carcass and performance data," Sents says, "and use it to keep improving their herds."

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in June 2009

In the On-Target "30.06" program, the Feedlot-Licensing Program (FLP) honors feedlot partners that harvest qualifying groups of cattle with at least a 30% Prime or *Certified Angus Beef*® (CAB®) acceptance rate with an allowance for 3% Yield Grade (YG) 4s and 3% carcasses weighing more than 975 pounds (lb.). Sorting is encouraged to bring out the best in each animal, and the minimum group size is 10 head. Honorable mention groups stood out for CAB acceptance but contained at least one discount problem.



Licensed CAB® Feedlot	Sex ^a	Head	%CAB	%Prime	%YG1-2	Natural
McPherson County Feeders Inc.	M	10 ^b	80.0%	0.0%	20.0%	No
David Ranch	S	39 ^b	69.2%	0.0%	53.9%	No
Thomas County Feeders Inc.	S	34 ^b	64.7%	0.0%	23.5%	Yes
Thomas County Feeders Inc.	H	75 ^b	58.7%	1.3%	66.7%	Yes
Thomas County Feeders Inc.	H	24 ^b	58.3%	8.3%	45.8%	Yes
Chappell Feedlot	H	14 ^b	57.1%	7.1%	14.3%	No
Thomas County Feeders Inc.	H	64 ^b	56.3%	21.9%	39.1%	Yes
Thomas County Feeders Inc.	S	44 ^b	47.7%	0.0%	25.0%	Yes
Panhandle Feeders Inc.	M	45	40.5%	0.0%	42.2%	No
Wilke Cattle Co.	S	42 ^b	38.1%	7.1%	35.7%	No
McPherson County Feeders Inc.	H	36 ^b	36.1%	2.8%	33.3%	No
Guggenmos River Ranch Ltd.	H	50 ^b	36.0%	6.0%	26.0%	No
McPherson County Feeders Inc.	H	38 ^b	34.2%	0.0%	68.4%	No
Pratt Feeders LLC	S	40 ^b	32.5%	2.5%	55.0%	No
Chappell Feedlot	H	13 ^b	30.8%	0.0%	46.2%	No
Stampede Feeders	H	75 ^b	29.3%	5.3%	64.0%	No

Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	Natural
Osborn Farms	S	38 ^b	76.3%	2.6%	42.1%	No
Osborn Farms	S	40 ^b	70.0%	10.0%	35.0%	No
Thomas County Feeders Inc.	S	35 ^b	68.6%	2.9%	17.1%	Yes
Thomas County Feeders Inc.	H	64 ^b	64.1%	18.8%	9.4%	Yes
Guggenmos River Ranch Ltd.	S	78 ^b	62.8%	1.3%	83.3%	No
Thomas County Feeders Inc.	S	49 ^b	61.2%	2.0%	10.2%	Yes
McPherson County Feeders Inc.	H	36 ^b	61.1%	2.8%	25.0%	No
Thomas County Feeders Inc.	S	54 ^b	59.3%	3.7%	20.4%	Yes
Thomas County Feeders Inc.	S	51 ^b	58.8%	7.8%	21.6%	Yes
Thomas County Feeders Inc.	H	100 ^b	58.0%	6.0%	31.0%	Yes
Mull Farms & Feeding Inc.	S	106 ^b	57.6%	3.8%	28.3%	Yes
Thomas County Feeders Inc.	S	93 ^b	53.8%	17.2%	15.1%	Yes
Thomas County Feeders Inc.	M	97 ^b	49.5%	4.1%	36.1%	Yes
Mull Farms & Feeding Inc.	H	73 ^b	49.3%	23.3%	23.3%	Yes
Guggenmos River Ranch Ltd.	H	17 ^b	47.1%	5.9%	58.8%	No
Thomas County Feeders Inc.	S	95 ^b	46.3%	4.2%	42.1%	Yes
Will Feed Inc.	S	70	46.0%	0.0%	30.0%	No
Pratt Feeders LLC	S	66 ^b	42.4%	1.5%	27.3%	No
Pratt Feeders LLC	S	57 ^b	42.1%	8.8%	33.3%	No
Beller Feedlot	H	12 ^b	41.7%	0.0%	50.0%	No
Pratt Feeders LLC	M	80 ^b	40.0%	1.3%	50.0%	No
Mull Farms & Feeding Inc.	S	117 ^b	37.6%	2.6%	41.9%	Yes
Panhandle Feeders Inc.	S	75 ^b	37.3%	2.7%	44.0%	No
Mull Farms & Feeding Inc.	M	81 ^b	37.0%	0.0%	43.2%	Yes
Mull Farms & Feeding Inc.	S	88 ^b	35.2%	0.0%	36.4%	Yes
Mull Farms & Feeding Inc.	S	30 ^b	33.3%	0.0%	23.3%	Yes
Bassett Feeding Inc.	H	90 ^b	31.1%	1.1%	15.6%	No
Pratt Feeders LLC	S	67	30.4%	0.0%	67.2%	No
Bassett Feeding Inc.	H	133 ^b	28.6%	6.8%	65.4%	No

^aH=heifers; M=mixed; S=steers.

^bIndicates 100% CAB eligible. All acceptance rates figured on eligible portions.

Lots that exceed 15% YG 4 and YG 5 are not included on the honorable mention list.

Call 785-539-0123 or visit www.cabfeedlots.com for a complete and current list of feedlot licensees.