



Brand News

► News and highlights from Certified Angus Beef LLC*

Old world style

A family-owned and operated company recently introduced its line of authentic, New York-style gourmet frankfurters and deli meats, made of the highest-quality beef. Old World Provisions Inc., Albany, N.Y., was licensed as a *Certified Angus Beef*® (CAB®) brand processor and has introduced the brand's frankfurters and deli roast beef at Price Chopper stores.

"We are excited to be working with the Certified Angus Beef team and to bring the Capital Region these premium items," said Mark Shuket, president and CEO. "For my family, and all who work daily to exceed expectations at Old World Provisions, it is an affirmation of the culture of quality we have worked so hard to build."

The company's CAB brand products available at Price Chopper include those frankfurters with skinless or natural casing, made from the best whole-muscle cuts with no MSG or additives, binders or fillers. The deli roast beef is made from whole, closely trimmed roasts, slow-cooked for a naturally juicy and tender texture.

Other CAB brand products produced by the company include New York-style deli

corned beef and pastrami, and fresh-cured corned beef.

Old World Provisions Inc. is a fourth-generation processor with plants in Albany and Troy, N.Y. Known for producing "best-in-class" deli meats, the company markets under the New York State National and Helmbold's brands, as well as numerous private labels.

'Gator' interns with CAB

Jackie Eager, a senior at the University of Florida, is interning with the CAB Industry Information Division this fall.



Jackie Eager

She works with director Steve Suther and industry information specialists Laura Nelson and Miranda Reiman producing feature stories, news releases and other written material to carry the brand's message to the production sector.

Eager started her fall semester internship on the heels of a summer experience with Alltech. She is well-grounded in agriculture, growing up on a family farm near Williston, Fla.

At the university, Eager is an active member of Ag Communicators of Tomorrow (ACT), Gator Collegiate Cattlewomen and Collegiate FFA, in addition to competing on the livestock judging team.

Her internship will conclude in December.

BPM sale book inserts

Angus producers trust their seedstock providers. Now there's an easy way to connect them with a trusted resource for managing and marketing their calves.

More than 35,000 producers have read the *Best Practices Manual — A Cow-Calf Guide for Targeting the Brand*. Commercial

cattlemen especially like the practical solutions for herd management, genetic selection, health, nutrition and calf marketing.

Seedstock suppliers can highlight the manual in a sale book by adding a new full-, half- or quarter-page insert. The eye-catching bull-in-a-box inserts are sure to get buyers' attention and maybe even a chuckle or two. They are available for download at www.cabpartners.com/producers/sale.

Free copies of the *Best Practices Manual* (BPM) are available in any quantity for customers to pick up on sale day, or CAB will mail them directly to the customers. Contact Marilyn Conley, mconley@certifiedangusbeef.com, 1-800-225-2333, ext. 298, to learn more. Read the manual online at www.cabpartners.com/bestpractices.

Quality they've come to expect

David Ranch, Lenora, Kan., has been in the feeding business since 1988, and ranched for three and a half decades before that.

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.

CAB deli roast beef



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

Two-way Hall of Famer

On Oct. 27 in Chicago, Mick Colvin will be inducted into the Meat Industry Hall of Fame. This is the inaugural class of 21 honorees, which includes executives, researchers, innovators and association leaders across all sectors of the industry.

"We are thrilled to include in our first class a group of truly outstanding leaders," said Dan Murphy, executive director and co-founder of the hall with Chuck Jolley, Hall of Fame president. "These are men and women credited with fostering much of the profound change, remarkable progress and substantive success of the industry. We're proud to celebrate their legacies."

At the same time, plans continue for Colvin's portrait hanging in the Saddle & Sirloin Portrait Gallery

Sunday, Nov. 15, in South Wing C at the Kentucky State Fair and Exposition Center, 937 Phillips Lane, Louisville. The reception starts at 6 p.m. with the banquet following at 7 p.m.

Fundraising for the Saddle & Sirloin portrait and ceremony is under way. To request tickets or recognize Colvin's influence on the Angus breed with a donation, contact Joanna Ruegsegger by Oct. 30 at 1-800-225-2333, ext. 268, or jruegsegger@certifiedangusbeef.com. Information about hotel accommodations is also available.



Mick Colvin

Scholarship applications due

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

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.

That experience pays when it comes to finishing cattle at their 3,000-head feedlot. Evidence comes in the form of the sheer number of cattle earning 30.06 recognition in the CAB listing that honors groups of more than 30% CAB and Prime, with no more than 6% outliers.

In July, David Ranch added to their annual tally — which usually numbers more than 1,000 head — with a group of 39 steers that went 69.2% CAB (see Table 1).

The salebarn-purchased yearlings were not an unknown group, although the Oberlin, Kan., producer was a first-time supplier for the Davids.

"Our consulting nutritionist also worked with the producer, so he knew the background on the cattle and their nutrition prior to coming here," John David, owner-manager says. "They had pretty much been shut up since weaning on a concentrate diet."

The cattle arrived at David Ranch in January and just kept right on going. They were fed for 139 days and marketed on the U.S. Premium Beef (USPB) grid in late May, having gained 3 pounds (lb.) per day and hit all the quality marks the Davids expect from high-percentage Angus cattle.

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in July 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
Guggenmos River Ranch Ltd.	S	68	71.6	7.4	77.9	No
David Ranch	S	39 ^b	69.2	0.0	53.8	No
Mull Farms & Feeding Inc.	H	34 ^b	55.9	0.0	29.4	Yes
Thomas County Feeders Inc.	S	47 ^b	53.2	0.0	27.7	Yes
Guggenmos River Ranch Ltd.	H	50	53.1	10.0	74.0	No
Thomas County Feeders Inc.	M	53 ^b	49.1	17.0	56.6	Yes
Northwest Cattle Feeders LLC	S	56	43.1	1.8	48.2	No
Chappell Feedlot	S	42 ^b	42.9	11.9	35.7	No
Guggenmos River Ranch Ltd.	H	12 ^b	41.7	16.7	50.0	No
Chappell Feedlot	M	18 ^b	38.9	5.6	33.3	No
Gregory Feedlots Inc.	M	14	36.4	0.0	64.3	No
Chappell Feedlot	H	21 ^b	33.3	0.0	38.1	No

Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	Natural
Pratt Feeders LLC	H	60 ^b	73.3	0.0	25.0	No
Osborn Farms	S	40 ^b	67.5	25.0	47.5	No
Thomas County Feeders Inc.	H	45 ^b	60.0	2.2	20.0	Yes
Beller Feedlot	S	17 ^b	58.8	0.0	23.5	No
Beller Corp.	S	44 ^b	56.8	0.0	22.7	No
Thomas County Feeders Inc.	M	62 ^b	56.5	3.2	41.9	Yes
Beller Corp.	S	45 ^b	55.6	0.0	42.2	No
Thomas County Feeders Inc.	H	53 ^b	52.8	11.3	35.9	Yes
Thomas County Feeders Inc.	H	184 ^b	52.7	3.8	39.7	Yes
Thomas County Feeders Inc.	H	48 ^b	50.0	6.3	33.3	Yes
Thomas County Feeders Inc.	H	91 ^b	48.4	7.7	36.3	Yes
Thomas County Feeders Inc.	H	77 ^b	46.8	5.2	59.7	Yes
Guggenmos River Ranch Ltd.	S	66 ^b	45.5	1.5	80.3	No
Pratt Feeders, LLC	S	15 ^b	40.0	0.0	20.0	No
Mull Farms & Feeding Inc.	H	127 ^b	38.6	1.6	31.5	Yes
Beller Feedlot	M	57	37.5	0.0	36.8	No
Bassett Feeding Inc.	M	71	37.0	0.0	33.8	No
Hays Feeders LLC	S	50	36.2	2.0	76.0	No
Will Feed Inc.	S	114	30.0	0.0	26.3	No
Chappell Feedlot	S	43 ^b	16.3	14.0	65.1	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

