



Brand News

► News and highlights from Certified Angus Beef LLC*

Making a difference

A fundraising event generated \$2,500 in donations that will benefit a Virginia Beach, Va., woman battling osteosarcoma. The dinner, hosted at Zoës restaurant, featured selections prepared by Chef Jerry Weihbrecht, who served some of those dishes at the renowned James Beard House in New York City during the Great Steak Celebration in October.



THE JAMES BEARD FOUNDATION

“I really appreciate the support of everyone who came out for the dinner,” Weihbrecht said. “It was an honor to share some special new creations with Zoës patrons, and their generous donations made a great night even better.”

Selections that evening were also prepared by *Certified Angus Beef*® (CAB®) brand corporate chef Scott Popovic, who also participated in the Great Steak Celebration. That event celebrated the brand’s 30th anniversary and featured six of North America’s best chefs.

The James Beard House is a “performance space” for visiting chefs and culinary artists. Preparing a meal there is one of the highest honors a chef can receive.

Marketing moves

The Greater Cincinnati Kitchen, Bath and Design Show offered some of the best home ideas in the Midwest — and the finest flavors.

The CAB brand sponsored the show’s first “Culinary Stage,” with professionals from the area’s finest restaurants and retailers. It also offered visitors a chance to make spice rubs, sample beef dishes and appetizers, and visit with beef and nutritional experts. The first 1,000 visitors each day received a free CAB cookbook.

The Ohio Beef Council’s Emily Agle shared the stage with CAB’s Kyle Miller and other area chefs. The group of experts shared recipes, cooking tips and information on beef as part of any healthy lifestyle.

Activities like this encourage consumers

to seek high-quality beef in the grocery store, search for information on the brand’s web site, and drive brand recognition.

Quality feeding comes natural to this family

Mull Farms and Feeding is a family-operated business that has been in operation for 100 years. The Pawnee Rock, Kan., feedlot still relies on family values to develop customer relationships.

“We are the kind of family business other family businesses trust their cattle with,” says Amy Harter, fourth-generation feeder.



► Chef Scott Popovic and Chef Jerry Weihbrecht prepare for a Sept. 15 fundraiser that benefited a local bone cancer patient.

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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.

*Certified Angus Beef LLC is a wholly owned subsidiary of the American Angus Association.

Part of the original Beef Marketing Group (BMG), Mull Farms moved to become a Certified Angus Beef LLC (CAB)-licensed feedlot in May 2008, enrolling almost all of its cattle in the CAB Natural program.

This month they received honorable mention in the brand's 30.06 program, where qualifying cattle must be at least 30% CAB, with less than 6% "out" cattle. A group of 18 heifers went 72.2% CAB (see Table 1).

"Licensing with CAB was a perfect fit for our operation," Harter says. "It's geared toward CAB Natural, and 100% of our cattle are shooting for that target."

"Natural cattle are more difficult to manage," Harter says, "But there's a growing demand for CAB Natural from consumers, and ultimately that is who we are feeding for."

They also work with producers to get calves age- and source-verified. USDA approval for the feedlot's Quality Systems Assessment (QSA) program allows it to qualify cattle for Japanese export.

Mull Farms and Feeding has kept up with the ever-changing market, without losing the sense of being a family business. "On any given day we have three generations working at the main yard," Harter says. "There aren't many operations that stay in a family as long as ours has, and remain successful."



Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in August 2008

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 [®] Feedyard	Head	Sex ^a	%YG 1&2	%CAB	%Prime	Natural
Beller Corp.	42 ^b	S	38.1	64.29	4.8	N
Chappell Feedlot	55 ^b	H	16.4	58.18	3.6	N
Beller Feedlot	44 ^b	M	38.6	54.55	2.3	N
Thomas County Feeders Inc.	50 ^b	H	24.0	46.00	12.0	Y
Chappell Feedlot	46 ^b	M	39.1	45.65	2.2	N
Cattleman's Choice Feedyard Inc.	26 ^b	H	61.5	30.77	0.0	N
McPherson County Feeders Inc.	52	H	46.1	30.00	0.0	N

Honorable Mentions	Head	Sex ^a	%YG 1&2	%CAB	%Prime	Natural
Mull Farms & Feeding Inc.	18 ^b	H	33.3	72.22	0.0	Y
Silver Run Farm	21 ^b	S	9.5	57.14	14.3	N
Thomas County Feeders Inc.	37 ^b	M	8.1	54.05	8.1	Y
Thomas County Feeders Inc.	68 ^b	M	14.7	52.94	23.5	Y
Beller Feedlot	38 ^b	S	5.3	52.63	0.0	N
Thomas County Feeders Inc.	62 ^b	H	21.0	50.00	12.9	Y
Thomas County Feeders Inc.	74 ^b	S	58.2	50.00	12.2	Y
Thomas County Feeders Inc.	75 ^b	S	30.7	49.33	6.7	Y
Thomas County Feeders Inc.	65 ^b	H	27.7	43.08	9.2	Y
Thomas County Feeders Inc.	53 ^b	H	9.4	41.51	17.0	Y
Thomas County Feeders Inc.	90 ^b	H	17.8	38.89	17.8	Y
Thomas County Feeders Inc.	74 ^b	S	24.3	37.84	0.0	Y
Thomas County Feeders Inc.	83 ^b	S	39.7	36.14	2.4	Y
Thomas County Feeders Inc.	65 ^b	H	43.1	29.23	10.8	Y
Thomas County Feeders Inc.	96 ^b	M	59.4	29.17	8.3	Y

^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.

Enticing endeavor

Chef Scott Popovic has released a new series of columns to help partners lead customers to the brand. The monthly articles emphasize great ingredients and distinctive flavor combinations with beef entrées.

The latest column and photo featured unique meatloaf recipes — hearty dishes for chilly months. CAB-licensed partners were encouraged to use the information in customer newsletters, on web sites, and as a sales training tool or leave-behind sheet for customers.

Anyone can make the same delectable sandwiches at home. Prepare a favorite meatloaf recipe using CAB brand ground chuck. Then follow Chef Scott's recipe for



the ultimate meatloaf sandwich.

These and other recipes and cooking tips are available at www.certifiedangusbeef.com.

Meatloaf Sandwich

Ingredients

- 4 5-ounce slices Certified Angus Beef[®] meatloaf, grilled
- 4 hamburger buns
- 2 apples, sliced and grilled
- 4 slices smoked mozzarella cheese
- 4 leaves Bibb lettuce
- Mayonnaise to taste

Instructions:

Assemble sandwiches using all ingredients.

Serves 4

Source: Recipe provided by Certified Angus Beef LLC.

