



Brand News

► News and highlights from Certified Angus Beef LLC*

New staffer looks north

Phil Bass recently joined the Certified Angus Beef LLC (CAB) International Division as executive account manager for Canada. He will implement promotional activities and seminars with Canadian and domestic trade organizations. He also recommends potential *Certified Angus Beef*® (CAB®) brand partners and assists current licensed accounts.

His background in animal and meat sciences allows Bass to serve as a liaison for the brand in both scientific and academic communities. Previously, he managed the meat plant at California Polytechnic State University (Cal-Poly) while working on his master's degree in animal science. He earned a doctoral degree in meat science from Colorado State University (CSU). Bass and his family reside in Sterling, Ohio.

Culinary scholarship competition

PFG Foodservice of Virginia and CAB

sponsored a scholarship competition at the Culinary Institute of Virginia. Nine two-person teams participated. The contest involved a 10-question quiz that tested CAB brand knowledge. Competitors also had to identify 10 cuts of beef and determine between CAB and USDA Select-grade beef. The competition culminated in the kitchen. Teams had three hours to prepare two CAB entrées for their team's restaurant menu.

The first-place team received \$1,000 per student in scholarship dollars. Second place received \$500 per student, and the third-place participants received \$250. All received

a participation certificate and a chef's jacket with an embroidered CAB brand/PFG logo. Judges included CAB Corporate Chef Scott Popovic; Patrick Evans-Hylton, senior editor of *Hampton Roads Magazine*; and Chef Greg Hopkins of Croc's restaurant.

It was an outstanding opportunity to teach the next generation of chefs about the CAB brand.

Calculating cost

It's not easy to sell beef by the portion to a chef who only wants to talk cost per pound. In the quest to assist brand partners as much



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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.

as possible, CAB has developed an easy-to-use portion-control calculator. It helps sales teams break through price barriers, and gives chefs and restaurateurs a quick glance at cost per portion. It also demonstrates assured quality with CAB products vs. USDA Choice for mere pennies per pound.

Chefs can identify true product cost per portion. The calculator also helps them compare cost per portion for commodity vs. close trim — specifically tenderloin, strip, top butt, ribeye and short loin. This allows chefs to evaluate the cost of an alternate portion size.

CAB continues to develop new resources for its brand partners. The portion control calculator was created for use solely by licensed distributors. Unauthorized use is strictly prohibited.

Feedlot meetings inform

For a fourth consecutive year, CAB is cosponsoring the Feeding Quality Forums. They're scheduled this month in South Sioux City, Neb., and Garden City, Kan., continuing

the tradition of two locations to make travel more convenient for cattle feeders and interested producers. Other sponsors include Land O'Lakes Purina Feed, Pfizer Animal Health and *Feedlot* magazine. Topics will range from nutritional strategies to precision management, the economics of quality beef production and market outlooks. To learn more, visit www.cabpartners.com/events.



Driving holiday profits

Successful restaurants and retailers are always looking to please customers and drive profits. A fully cooked CAB brand prime rib product is meeting those needs and driving holiday sales. It is processed by Hudson Meat Co. of Columbus, Ohio, a 20-year partner.

The premium item is made from whole-muscle cuts, minimally processed for natural flavor. With no MSG, binders, fillers or added water, it offers brand partners labor-saving convenience and consistent quality without sacrificing juiciness, tenderness or flavor. Hudson's fully cooked prime rib is available in halves or thirds to meet customers' needs. It's a holiday hit with superior quality, and a perfect fit for both CAB partners and consumers.

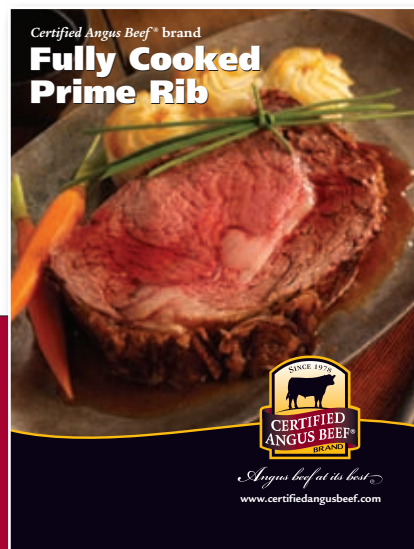


Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in August 2009

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
Osborn Farms	S	40	72.5	15.0	42.5	No
David Ranch	S	39	69.2	0.0	53.9	No
Osborn Farms	H	40	47.5	0.0	42.5	No
Chappell Feedlot	S	34	36.4	0.0	41.2	No

Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	Natural
Pratt Feeders LLC	S	76	67.7	11.8	21.1	No
Thomas County Feeders Inc.	S	58	67.2	8.6	20.7	Yes
Thomas County Feeders Inc.	H	27	59.3	0.0	22.2	Yes
Mull Farms & Feeding Inc.	H	202	58.9	3.0	30.7	Yes
Thomas County Feeders Inc.	S	24	54.2	29.2	16.7	Yes
Thomas County Feeders Inc.	M	126	50.8	8.7	37.3	Yes
Thomas County Feeders Inc.	S	97	49.5	4.1	27.8	Yes
Bar V Ranch Ltd.	S	35	45.8	0.0	22.9	No
Bassett Feeding Inc.	H	76	45.2	0.0	50.0	No
Thomas County Feeders Inc.	H	79	44.3	6.3	29.1	Yes
Bassett Feeding Inc.	H	99	40.7	0.0	21.2	No
Ellis Family Farms	M	33	39.4	9.1	42.4	No
Mull Farms & Feeding Inc.	H	150	39.3	1.3	25.3	Yes
Panhandle Feeders Inc.	H	186	30.8	0.5	38.7	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.

Osborn Farms at the top

It looks like the newly licensed feedlot near Savannah, Mo., started at the top in beef quality. This month's Thirty-Aught-Six (30.06) Program report shows the yard broke in with the first- and third-highest quality groups (see Table 1). Those 40 heifers were harvested first in August with 47.5% CAB and no discounts. The steers a week later cleaned house at 87.5% CAB and Prime.

But John Osborn and his neighboring partner Pete Mitts say they didn't start at the top. Grid sales 11 years ago showed they were no better than average: 60% Choice, "and you just don't put 40% Select animals on the grid," Mitts says.

Little more than a decade later, you'd be hard-pressed to find 4% of cattle grading Select from Osborn Farms. The first 236 head harvested at National Beef since joining the Feedlot-Licensing Program (FLP) this spring went 78% CAB brand or CAB Prime. That's more than four times the national average.

Those are results that reflect Osborn's and Mitts' immediate action after "taking some pretty good hits" in the market on their first go-round, Osborn says. The two first focused on the genetics of the cattle they were feeding, buying better bulls in response to carcass data.

The 600-head Osborn Farms feedlot is now filled with local producers' cattle, including those from Mitts and Osborn, who also background 300 replacement heifers there.