



Brand News

► News and highlights from Certified Angus Beef LLC,* compiled by Emily Krueger, Certified Angus Beef LLC

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To order CAB merchandise, visit
<http://pos.certifiedangusbeef.com>. For a source for
recipe ideas, storage and handling tips, restaurant
listings, retail store locations and cooking
information, visit www.certifiedangusbeef.com.



Seasonal toolboxes

Toolboxes are handy for around the house, in the barn or the back of the truck, especially when one keeps day-to-day tools in one convenient location. The *Certified Angus Beef*® (CAB®) brand created toolboxes of its own, but not the kind with hammers and screwdrivers.

The summer, fall and winter toolboxes contain comprehensive promotional packages for retail partners, including themes, copy points, photographs, advertisements, recipes, contests and social media ideas. It's the one-stop shop for retail partners looking to drive brand awareness and sales.

Summer themes center on grilling. Fall focuses on the rich flavors of the cooler season and football. Winter captures the "homemade and hearty" meals of the cold months and holidays.

Along with convenient in-store and online promotional materials, the seasonal toolboxes provide pre-designed circular ads, helping retailers easily place front-page brand features. Numbers say partners with the most brand sales tend to have the most brand features in their circulars. That's why providing premade ads helps their businesses. Of the top 25 CAB-licensed retailers in fiscal year 2012, those with increased sales also had an average of 10% more front page ads compared to 2011, and placed 47% more CAB brand ads overall.

No matter the time of year, the toolboxes are equipped to provide licensed retailers with the materials they need to succeed by promoting the CAB brand.

A conference of their own

Foodservice distributors GFS Quebec and GFS Montreal co-hosted their own third annual conference Oct. 10. The unique celebratory event brought together more than 100 customers and 40 GFS staff.

CAB's Emily Agle and Phil Bass, eastern Canada executive account manager and meat scientist, respectively, handed out 15 sales awards and presented fall menu ideas, merchandising the top sirloin butt.

"The merchandising sessions were a hit," Agle says. The awards spurred friendly competition among brand licensees, ultimately leading to sales growth.



► CAB staff demonstrated how to merchandize the top sirloin butt at the annual conference co-hosted by GFS Montreal and GFS Quebec.

That growth is evident in GFS Quebec and Montreal's combined CAB brand sales, climbing 39% compared to last year. Helping that increase are four of Canada's top-five-volume licensed restaurants, located in the Quebec province.

Customers have come to look forward to the conference each year, and it's beneficial for everyone, says Agle. "It has opened a fluid dialogue between the CAB brand team and GFS accounts."

Meijer goes 100%

A 17-year brand partner, Meijer made the transition to 100% CAB brand product in the meatcase Sept. 1. More than 200 retail stores across the United States were involved, enthusiastically embracing the brand and providing consumers with premium beef.

The retailer launched the switch with a complete promotion, using the tagline, "Highest quality beef. Same low Meijer price." It included in-store signage; television and radio spots; online advertisements; in-store demonstrations; circular features; and Facebook, Twitter and Pinterest posts and contests.

Meijer is a longtime supporter, receiving

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the Large Chain Retailer Top Sales Volume award for the seventh consecutive year at the 2012 CAB annual conference in September. Outstanding advertising efforts also earned Meijer the 2012 Retail Marketer of the Year award.

Education on the farm

Consumer interest remains high in learning where beef comes from, but even foodservice sales pros say they want to know more about the beef industry. Sharing their expertise with licensed partners, CAB hosted ranch visits for 12 groups, encompassing 200 participants throughout the 2012 fiscal year ending Sept. 30.

In October alone, CAB hosted three ranch days, including a Sysco Jacksonville (Fla.) visit



► Helen the heifer was used to teach primal and cut identification at Anne and Gordon Schubert's farm for a CAB ranch visit.

at Anne and Gordon Schubert's farm near Taylorsville, Ky. Nearly 30 Sysco Jacksonville staff enjoyed interactive sessions throughout the day, like primal and cut identification on Helen the heifer, a farm tour and a brand specification review that earned participants cash for naming all 10.

Also bringing foodservice salespeople to the farm is the MBA (Master of Brand

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in September 2012

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®) brand 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.



30.06 lots	Sex ^a	Head	%CAB	%Prime	%YG1-2	AngusSource
Shaw Feedyard Inc.	S	26 ^b	73.08	11.54	34.62	Yes
Pratt feeders LLC	H	39 ^b	56.41	5.13	69.23	No
Pratt feeders LLC	S	39 ^b	41.03	0.00	64.10	No
Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	AngusSource
Chappell Feedlot	S	31 ^b	45.16	6.45	19.4	No
Pratt Feeders LLC	S	142 ^b	44.37	8.45	39.4	No
Pratt Feeders LLC	M	22 ^b	40.91	0.00	50.0	No
Pratt Feeders LLC	S	38 ^b	34.21	2.63	26.3	No
Pratt Feeders LLC	S	50 ^b	34.00	0.00	54.0	No
Chappell Feedlot	H	32 ^b	31.25	3.13	6.3	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.

Advantages) program, an intensive hands-on meat course that embarks students on beef's journey from pasture gate to dinner plate. By the end of the three-week class, participants have a deeper understanding of the industry and how CAB can help build their business. Three courses and 63 participants have graduated from the 2-year-old program.

Many of the 38 foodservice companies that enrolled staff in MBA say the results speak for themselves and their sales teams have renewed confidence and subsequent sales growth to top restaurants throughout the country.

Out for a (taste) drive

Imagine a large exposition-style room abuzz with the sights and sounds of hungry people feasting. They're sampling the latest and tastiest CAB brand convenience items — selections like corned beef, Prime roast beef deli meat, ready-made burger patties, country-fried steak and precooked strips.

The Taste Drive is an event hosted during the brand's Annual Conference, showcasing new CAB value-added products (VAP). More than 140 VAP items from 17 processors were represented at this year's exhibit. Nearly 600 brand partners who attended the conference

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Staff fabrication

"Top round, bottom round, eye of round, knuckle."

This was the jingle stuck in each participating CAB employee's head during the first-ever staff carcass-fabrication class. CAB meat scientist Phil Bass led the two-day program, breaking down a side of beef and showing his teammates each of the primals, teaching how to identify cuts and the various applications in retail and restaurant settings.

Bass coined the tune for the cuts from the round, and the students didn't forget the four subprimals after learning the song.

From graphic designers to marketing managers, public relations writers to the customer solutions team, each employee has an integral role in the success of the brand and each brings unique talent to the

company. The class was created to further educate staff about the premium beef they work each day to promote.



► Sales team member Mark Sykes shows staff members cuts to better understand the product.

Like many programs the company hosts, this course took place at its Education & Culinary Center in Wooster, Ohio.



► CAB meat scientist Phil Bass (right) led a two-day staff carcass-fabrication class. Here he points out the ribeye to Mark Merryweather of the graphic design department.

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walked through the event and enjoyed the many beef treats. Attendees pondered how particular items might work in their restaurants or help their meat departments run more efficiently, and how these CAB items simplify success and still provide the ultimate eating experience that shoppers and diners demand.

These ready-made meals and fully cooked items offer the same great flavor as fresh cuts, and they meet the brand's 10 quality standards. They are minimally processed and contain no monosodium glutamate (MSG), a flavor enhancer.

Editor's Note: *Emily Krueger is marketing specialist for Certified Angus Beef LLC.*



► **Left and below:** Participants of the brand's Annual Meeting Taste Drive could sample the newest convenience items.

