



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Building the fund

Loyal supporters raised more than \$67,000 for the Colvin Scholarship Fund during the *Certified Angus Beef*® (CAB®) brand's annual conference Sept. 11-13 in Coeur d'Alene, Idaho.

An auction, as well as a golf tournament sponsored by G&C Food Distributors/Palmer Food Services, Rochester, N.Y., supported the fund. The company also purchased the 2009 golf tournament sponsorship for \$20,000. That entitles Palmer to premier signage and publicity for the golf outing at the brand's annual conference in Scottsdale, Ariz., next year.

"After being involved with the *Certified Angus Beef* brand for many years, we saw an opportunity for our companies to become involved more actively in an organization that has contributed to our success and provided greater visibility and prestige within our industry," David Lepage, G&C president, said.

"It's exciting and rewarding for us to see young people who are motivated and instilled with a work ethic that is not all that common these days, and we need to do all that we can to support that. It's important to give back to the community and the industry

that has provided all of us with a livelihood," Lepage said.

Five scholarships totaling \$8,500 were awarded this year. The Colvin Scholarship Fund and Certified Angus Beef LLC (CAB) are seeking applicants for 2009 scholarships. Applications are due Dec. 15. A total of \$9,000 will be awarded in January 2009 to junior or senior college students demonstrating a commitment to the beef industry in pursuit of a meat science, food science, animal science, marketing, business, communications, journalism or other degree related to the beef industry. Applications are available at [www.certifiedangusbeef.com/corp/press/colvin/](http://www.certifiedangusbeef.com/corp/press/colvin/).

The Colvin Scholarship Fund is part of the Angus Foundation. The evening's fundraising efforts helped meet a \$5 million fundraising milestone in the Foundation's Vision of Value: Campaign for Angus drive to raise \$11 million by Dec. 31, 2011.

## Home Economist goes natural

North Carolina's Home Economist markets recently introduced CAB brand Natural, offering local consumers a premium beef selection in the stores' already all-natural product repertoire. The Home Economist markets are the area's first licensed retailer of the brand's Natural line, featuring it at both the South Boulevard and Davidson locations.

"We wanted to switch to *Certified Angus Beef* brand Natural to offer customers the freshest meats," says Stacie Wentz, food merchandiser for Home Economist markets. "They know they are always getting the best, every time."

The brand's Natural line allows consumers to enjoy the brand's renowned flavor and tenderness while assuring hormones and antibiotics have never been added.

The stores' shoppers can now enjoy CAB Natural strip, ribeye, tenderloin, London broil, ground chuck and ground round. Home Economist markets have three locations in Charlotte, N.C., and are owned



► Bryce and Gina Schumann visited with national media representatives at the Bull and Bear Steakhouse in the Waldorf=Astoria, New York City. Angus producers mingled with New York's top media at a Western-themed reception, where they shared the brand's rich heritage and their commitment to providing consumers with premium beef.

## CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588; phone: 330-345-2333; fax: 330-345-0808 • [www.cabpartners.com](http://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  
**Wendy Nichols**, office and data manager  
**Miranda Reiman**, industry information specialist  
**Nebraska staff:**  
**Paul Dykstra**, beef cattle specialist  
782 5th St., PO Box 856  
Chappell, NE 69129  
308-874-2203

**Ohio staff:**  
**Mark McCully**, supply development director  
**Christy Johnson**, supply development marketing director

**Lance Zimmerman**, supply development marketing manager  
**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](http://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](http://www.certifiedangusbeef.com).

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

by Tropical Nut & Fruit Co. They offer a wide variety of products without preservatives or additives. For more information, visit [www.hemarket.com](http://www.hemarket.com).

### Cattlemen's connection

New resources are helping the brand's foodservice and retail partners to link their customers with America's Angus cattlemen and women. Brand partners are more effective when they can make a connection between high-quality CAB product and the people who work diligently to produce it.

A new video, talking points and producer stories help partners share the brand's story in a creative, intriguing way. The video features the brand and how Angus breeders across the United States set the benchmark for quality. New copy points for ads, web sites and other promotions assist in telling consumers how cattlemen and their families take pride in producing the best beef for their tables. Stories about America's Angus ranchers are also available. They help tell more of the story to sales teams. Shorter versions are available for advertising materials.

### Business as usual

Panhandle Feeders Inc., Morrill, Neb., sets its sights on being the best in the business. The latest evidence that it's on track comes from the current CAB 30.06 Program roster (see Table 1).

To make the top of the list, pens of enrolled cattle must reach at least 30% CAB or Prime with no more than 6% discounted cattle. Those that just miss because of a few more discounts rate an honorable mention, and a few more discount cattle might be expected in a large harvest group.

Panhandle enrolled one of the largest groups ever, an outstanding set of 448 heifers. They achieved 56.4% CAB and USDA Prime, with 45.5% yield grade (YG) 1 and 2.

Feedyard manager Chris Melson attributed the success to strategic implanting and sorting practices. CAB beef cattle specialist Paul Dykstra says, "The management team at Panhandle has been able to gather a large volume of data to fine-tune their implant program and market their fed cattle."

Calves at the feedlot are fed a mixture of flaked corn, alfalfa, beet pulp, corn silage and distillers' grains. On that ration, the group reached an average daily gain (ADG) rate of 3.5 pound (lb.) and a feed conversion of 6.26 lb. per lb. of gain. A regular customer bought the calves at a sale barn and grew them for 130 days before bringing them to Panhandle Feeders.

Three other sets of Panhandle heifers also received honorable mentions. Melson

### Cincinnati by storm

CAB made a huge splash in the Cincinnati market recently, with numerous promotions and events designed to increase brand awareness. Television appearances, radio remotes and in-store tasting events topped the list of activities.

A secret shopper contest was conducted in partnership with Cincinnati radio station, WUBE. A radio personality visited designated Meijer stores and rewarded shoppers with CAB brand product in the cart. One happy winner received CAB product coupons and tickets to the Cincinnati Kitchen, Bath and Design Show. The brand sponsored a culinary stage at the event, which featured some of Cincinnati's finest chefs and culinary professionals. A four-week radio campaign helped increase brand presence in the market.

### The big 3-0

The brand's 30th birthday made headlines across the country. CAB hosted a western-themed media reception at the famous Bull & Bear restaurant at New York

City's Waldorf=Astoria hotel in October. In attendance were Angus ranchers and representatives from *Food Arts*, *The New York Times*, *Redbook*, *Parents*, *Saveur*, RFD-TV's *Cattlemen to Cattlemen* and more. John Stika, CAB president, was interviewed on Fox Business News' *Happy Hour*.

A sold-out event, the "Great Steak Celebration" dinner captivated members of the media and special guests at the prestigious James Beard House. The menu, developed by CAB Corporate Chef Scott Popovic and a team of chefs from CAB partner restaurants, showcased beef in every course — even dessert.

### Writing internship offered

The CAB Industry Information Division is currently seeking applicants for its internship program. College juniors or seniors with writing and editing experience who are interested in the 2009 summer or 2009-2010 school term positions are encouraged to visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com) to learn more.



**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in September 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 <sup>a</sup>	%YG 1&2	%CAB	%Prime	Natural
Beller Feedlot	40 <sup>b</sup>	S	40.00	42.5	2.5	N
Chappell Feedlot	33 <sup>b</sup>	S	30.30	33.3	6.1	N
Chappell Feedlot	11 <sup>b</sup>	M	27.30	27.27	18.2	N

Honorable Mentions	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime	Natural
Thomas County Feeders	50 <sup>b</sup>	S	20.00	68.00	10.0	Y
Panhandle Feeders Inc.	448	H	45.50	51.78	4.6	N
Thomas County Feeders	165 <sup>b</sup>	S	24.80	50.30	0.6	N
Thomas County Feeders	72 <sup>b</sup>	S	33.34	50.00	8.0	Y
Panhandle Feeders Inc.	83	H	70.20	46.99	0.8	N
Thomas County Feeders	146 <sup>b</sup>	S	22.60	47.95	34.2	Y
Beller Feedlot	22 <sup>b</sup>	H	13.60	40.9	22.7	N
Panhandle Feeders Inc.	98	H	67.9	44.9	4.2	N
Panhandle Feeders Inc.	100	H	64.3	37.00	0.8	N
Thomas County Feeders	61 <sup>b</sup>	S	47.50	32.79	0.0	Y
Thomas County Feeders	108 <sup>b</sup>	S	48.10	27.78	2.8	Y

<sup>a</sup>H=heifers; M=mixed; S=steers.

<sup>b</sup>Indicates 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](http://www.cabfeedlots.com) for a complete and current list of feedlot licensees.

credits the high standard of cattle bought by the feedyard. "We've had the same crew for a number of years and that experience helps, too," he adds.

**For assistance in aiming for the CAB brand target, visit [www.aimhighwithcab.info](http://www.aimhighwithcab.info).**