



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Another record year

The *Certified Angus Beef*® (CAB®) brand, with sales of more than 634 million pounds (lb.) in 2008, hit the highest mark in its 30-year history. Approximately 14,300 licensees helped the original brand of fresh beef achieve its ninth consecutive year at more than half a billion pounds sold.

“What our customers accomplished with the brand is nothing short of amazing,” John Stika, president of Certified Angus Beef LLC (CAB), says.

Commitment in every segment of the industry drove sales in more than 40 countries. Across all sectors — retail, foodservice, international and value-added products — CAB achieved six of its historical top 10 sales months last year, with a 58-million-lb. high in August.

**Retail Division.** In May and June, the Retail Division set records of more than 29 million lb. sold, capitalizing on strong demand during grilling season. Retailers such as Piggly Wiggly Carolina Co. and Foodland Super Market Ltd. of Hawaii focused on educating staff and raising brand awareness among customers.

**International Division.** Sales continued to grow internationally. In June, 350 Loblaws stores began a launch across Canada with the CAB/President's Choice® products. The *Angus beef at its best*® tagline registration in Canada strengthened the brand's trademarks.

**Foodservice Division.** With 7,500-plus licensed restaurants, the Foodservice Division increased sales to more than 214 million lb. Premium chain licensees such as Fogo de Chão Churrascaria Brazilian Steakhouse introduced the brand, while individual and chain restaurant partners featured new cuts, developed creative menu applications, offered samples to prospective customers and created targeted promotions. Efforts not only drove sales, but also established the brand as a point of difference for operators.

**Value-added Products Division.** Value-added product sales eclipsed 14 million lb.



► Premium chain licensee Fogo de Chão Churrascaria Brazilian Steakhouse introduced the CAB brand in 2008.

for the year. Innovative items, including a marinated London broil and a meatloaf designed for retailers' deli rotisseries, filled new niches.

The brand's holiday promotion for New York strip roast boosted sales of that cut by 45%, while new chuck cuts were introduced with cooperation from national and state producer beef councils.

## Marketing momentum

CAB staff educated consumers in target markets. In Albany, N.Y., a “Cooking with Kids” recipe contest introduced young families to the brand's quality. Consumers in Norfolk, Va., sampled burgers at minor-league baseball games. The home-and-garden show in Wooster, Ohio, the brand's headquarters, featured make-your-own spice rubs. The corporate chef and home economist connected with consumers at

cooking demonstrations and on television and radio guest spots.

Partnerships with the Propane Education Resource Council, E.J. Gallo Winery® and Lea & Perrins® Worcestershire Sauce helped reach new audiences through newspaper recipe features, in-store promotions and media outreach.

Some committed partners sought a closer connection with producers, from the New York chef who visited a Montana ranch to 40 restaurateurs visiting an Oregon ranch. The educational CAB Roundup seminar debuted in Calgary, Alta., Canada, giving attendees a better understanding of what happens on Angus ranches.

## Developing supply

“Consumers continue to demand premium quality for their food dollars. Their decisions drive the message to producers that we need more high-quality cattle,” Stika says.

Producers are responding. More than 14.2 million head of cattle were identified for the brand — a notable increase of more than 700,000 head in the past year — with 2.5 million head certified. Acceptance rates

rose to 17.8%. During June, July and August 2008, the share of Angus-influenced cattle in packing plants averaged more than 60%, including a record 64% for the third week of August.

The Supply Development Division's *Best Practices Manual* for producers had to go into a second printing. It offers information on selection, management and marketing of Angus-influenced cattle to hit the brand's quality target.

To maintain focus on demand for quality beef, the brand joined with Pfizer, Purina Mills and *Drovers* to form Consumer First Beef Partners, providing leadership within the beef industry.

“We are seeing today that demand signals on the consumer side are being passed back to the production side,” Stika says. “We know quality costs, but it also pays.”

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

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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).



► CAB partnered with E.J. Gallo Winery® and Lea & Perrins® Worcestershire Sauce to produce a food feature that reached a circulation of 15.4 million.

### Calling all students

Applications are now being accepted for internships in the CAB marketing department. Interested college students should check <http://corporate.certifiedangusbeef.com/recruiting/> for more information.

### The perfect time for quality

Some cattlemen say it doesn't pay to aim for marbling in these volatile markets, but Mike Hora, Washington, Iowa, says he can't afford not to.

"Commodity cattle bring commodity prices," Hora, cow-calf producer and eight-year CAB-licensed feeder, says. "You have to raise quality because it's the only way to get any premiums out of the market."

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**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in October 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
Hora Prime Beef	13 <sup>b</sup>	S	53.8	53.85	46.2	No
Hora Prime Beef	14 <sup>b</sup>	H	71.4	35.71	57.1	No
Silver Creek Feeders Inc.	16 <sup>b</sup>	H	18.8	31.25	0.0	No
Hora Prime Beef	10 <sup>b</sup>	M	20.0	30.00	50.0	No

Honorable Mentions	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime	Natural
Panhandle Feeders Inc.	195	H	48.7	63.46	2.6	No
Thomas County Feeders	168 <sup>b</sup>	M	26.8	63.10	4.2	Yes
Mull Farms & Feeding	89 <sup>b</sup>	H	32.5	48.31	6.7	Yes
Panhandle Feeders Inc.	118	H	44.9	53.23	0.8	No
Mull Farms & Feeding	54 <sup>b</sup>	S	42.6	42.59	7.4	Yes
Thomas County Feeders	167 <sup>b</sup>	M	19.8	43.11	2.4	Yes
Beller Feedlot	32 <sup>b</sup>	M	31.3	43.75	6.3	No
Beller Corp.	84 <sup>b</sup>	S	10.7	42.86	15.5	No
Panhandle Feeders Inc.	106	S	72.6	42.42	0.0	No
Panhandle Feeders Inc.	229	H	69.8	40.94	0.9	No
T-Bone Feeders	79	S	48.1	36.49	3.8	No
Panhandle Feeders Inc.	216	S	51.9	38.78	0.5	No
Panhandle Feeders Inc.	65	S	32.3	38.46	0.0	No
Beller Feedlot	47 <sup>b</sup>	H	10.6	38.30	6.4	No
Panhandle Feeders Inc.	189	H	59.3	35.20	2.6	No
Mull Farms & Feeding	60 <sup>b</sup>	H	48.4	33.33	3.3	Yes
Thomas County Feeders	129 <sup>b</sup>	H	36.4	34.11	2.3	Yes
Panhandle Feeders Inc.	225	S	42.4	33.95	1.8	No
Panhandle Feeders Inc.	202	S	39.1	35.54	0.0	No
Thomas County Feeders	96 <sup>b</sup>	M	31.2	34.38	1.0	No
Mull Farms & Feeding	164 <sup>b</sup>	S	36.0	34.15	1.2	Yes
Bassett Feeding Inc.	61	S	39.4	32.76	0.0	No
Panhandle Feeders Inc.	227	S	61.7	29.75	0.4	No

<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.

His lifelong goal is to sell a load of 100% Prime, Yield Grade (YG) 1 and 2 cattle. In October, the CAB-licensed feeder proved he's not far off. Three groups made the company's 30.06 listing (see Table 1, page 123), where qualifying cattle must be at least 30% CAB, with less than 6% "out" cattle.

He topped the charts with 13 steers that

went 100% CAB and Prime, more than half were YG 1 or 2.

This year the premiums for the top beef grade were half that of 2007 levels, Hora says, "but that surely will not cause me not to shoot for it."

It doesn't cost more to produce, and that is still the largest reward on any grid, he explains.

Instead, Hora has started to add more pressure to efficiency, uses futures and options when possible, and includes more distillers' grains in his rations.

"The big problem is that it's really tough to find any place to cut costs," he says. "We watch all the little things."

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## Holiday savings

The price of traditional prime rib typically skyrockets during the holiday season, but



the strip loin's price tag normally drops during winter months. That's why the *Certified Angus Beef*® (CAB®) strip loin was featured in holiday promotions to foodservice partners. Strip loin is an economical and highly flavorful cut that ensures customer satisfaction.

Scott Popovic, CAB corporate chef, created a tantalizing menu to coincide with the strip loin promotion.

"Sweet Cherry and Chipotle-roasted New York Strip, paired with sautéed sweet potatoes, is one of my all-time favorite recipes. I love the dynamic sweet and salty balance between the molasses and chipotle," Popovic said. "This dish also highlights a more subtle distinction of salty verses sour with the bacon and dark cherries."

Popovic recommends the strip loin for holiday meals. It's a cost-effective centerpiece, and frozen cherries and sweet potatoes are equally economical ingredients. He says this dish will awe your guests with its sophisticated plate presentation.

## Sweet Cherry and Chipotle Roasted N.Y. Strip

### Ingredients:

11 to 14 lb. CAB® New York strip roast  
14 oz. canned sweet dark cherries  
2 cup frozen red sweet cherries  
¼ cup chipotle peppers in adobo sauce  
¼ cup molasses  
Salt and pepper, to taste

### Instructions:

Preheat oven to 500° F.

Combine cherries, chipotle peppers and molasses in blender. Divide sauce, reserving half for glaze and half for serving.

Place roast, fat side up, in roasting pan and season with salt and pepper. Place in preheated oven for 10 minutes.

Reduce heat to 350° and brush roast with a thin glaze of cherry sauce. Repeat every 10 minutes until roast reaches desired doneness (135° for medium rare).

Remove roast from oven and let rest for 20 minutes. Slice across the grain and serve with reserved sauce.

Serves 20-24

## Sautéed Sweet Potatoes with Cherries and Bacon

### Ingredients:

4 lb. sweet potatoes, peeled and diced  
2 lb. bacon, chopped  
4 shallots, sliced  
24 oz. frozen sweet cherries, drained and cooked down to absorb some moisture  
¼ cup chopped parsley  
Salt and pepper, to taste

### Instructions:

Partially cook bacon in a large sauté pan. Remove bacon, leaving drippings in the pan.

Add sweet potatoes and cook over medium-high heat until soft, stirring frequently.

Add shallots, bacon and cherries, and sauté until shallots are translucent and bacon crispy.

Toss in parsley and season to taste.

Serves 20-24

**Source:** Recipes provided by Certified Angus Beef LLC.