



Brand News

► News and highlights from Certified Angus Beef LLC*

In the spotlight

Hergert Feeding Co. (HFC), Mitchell, Neb., has shown through practical application that sorting high-quality Angus cattle is worth the effort, says Certified Angus Beef LLC (CAB) feedlot specialist Paul Dykstra. “Wayne Smith, manager, and assistant Tim Brost sort as many cattle as possible to be marketed in groups that can realize positive results for carcass merit.” The result is a combination of 30% *Certified Angus Beef*® (CAB®) brand acceptance on more than 4,000 head of cattle enrolled in the Feedlot-Licensing Program (FLP) in 2004. At the same time, Yield Grade (YG) has been kept in line with just 6% YG 4 and 5 carcasses. “This is ample justification for recognizing HFC as Feedlot of the Month for December 2004,” Dykstra says.

Kendall Hopp, manager of Hays (Kan.) Feeders LLC, is the December 2004 CAB Quality Assurance (QA) Officer of the Month. “Kendall has recently taken over the reins upon Bill Saba’s retirement last fall, but has long been a key partner in the CAB program,” says Gary Fike, CAB feedlot specialist. “Kendall has done an outstanding job enrolling cattle and following through — all the more impressive because more than 10,000 cattle were enrolled during 2004.” The yard ranks seventh in overall CAB enrolled volume, with a data capture efficiency rate of 92.5%.

CAB honors partners that harvest “30.06” groups of cattle, with at least 30% Prime or CAB acceptance with an allowance for 3% YG 4s and 3% for carcasses weighing more than 975 pounds (lb.). “Honorable Mention” pens missed 30.06 because of excessive discounts. See Table 1 for a summary of accomplishments from the December reports.

Reap benefits with records

Harvesting cattle on a grid can translate into a wealth of information for the producer. Information can turn into profits when cow-calf owners are willing to put pencil to paper and make sense of the numbers.

Mark Sebranek, manager of CAB-licensed Irsik & Doll Feedyard, Garden City, Kan., says few have made recordkeeping

translate into added profits like Ernie Giddens, owner of 4-G Ranch, Springfield, Mo. Two groups of 4-G cattle met 30.06 requirements during the final quarter of 2004.

Giddens sends his cattle out to the feedlot with each animal’s individual health record

correlated to producer tag numbers and an electronic identification (ID) tag in each calf’s ear. Some would point to that as added work, but Sebranek believes it is an advantage.

“Ernie wants to know the dollars of profit

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Table 1: Summary of 30.06 qualifiers and honorable mentions from December 2004 harvest reports^a

Licensed CAB® Feedyard	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Beller Feedlots	44*	H	45.5	45.5	2.3
North Platte Feeders Inc.	10	M	50.0	37.5	10.0
Flint Rock Feeders Ltd.	11*	H	18.2	36.4	0.0
Irsik & Doll Feedyard	20*	M	25.0	35.0	5.0 ^c
Irsik & Doll Feedyard	41	S	58.6	31.8	0.0
McGinley-Schilz Feedyard Ltd.	70*	H	85.8	27.1	10.0
Honorable Mentions	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Hergert Feeding Co.	21	H	19.0	89.5	19.0 ^d
Hergert Feeding Co.	18	H	50.0	73.3	16.7
Rolling B Farms Inc.	115*	H	21.7	62.6	5.2
McPherson County Feeders Inc.	20*	H	10.0	55.0	0.0
Hays Feeders LLC	89*	H	25.8	48.3	5.6
Hergert Feeding Co.	20	S	45.0	47.1	0.0
Hergert Feeding Co.	20	S	45.0	46.7	10.0
Hergert Feeding Co.	17	H	11.8	46.7	0.0
Hergert Feeding Co.	16	S	31.3	46.2	6.3
Beller Feedlots	11*	H	0.0	45.5	18.2
McPherson County Feeders Inc.	43*	S	20.9	37.2	9.3
Beller Feedlots	25*	H	52.0	36.0	0.0
Hergert Feeding Co.	20	S	20.0	35.3	20.0
Hays Feeders LLC	44*	H	29.5	34.1	9.1
McPherson County Feeders Inc.	61	S	50.9	33.3	4.9
Hergert Feeding Co.	20	S	25.0	33.3	15.0
Hergert Feeding Co.	18*	H	11.1	33.3	11.1
Hergert Feeding Co.	19	S	57.9	33.3	0.0
Beller Feedlots	47*	H	29.8	31.9	10.6
Pratt Feeders LLC	166*	H	21.1	31.3	3.0
Beller Feedlots	42*	S	28.6	31.0	0.0
McPherson County Feeders Inc.	68*	S	39.7	30.9	2.9
Beller Feedlots	13*	H	23.1	30.8	23.1
Hora Prime Beef	26*	M	34.6	30.8	0.0

*Indicates 100% CAB eligible. All acceptance rates figured on eligible portions.

^aIn the On-Target “30.06” program, the FLP honors partners that harvest qualifying groups of cattle with at least a 30% Prime or CAB-acceptance rate with an allowance for 3% YG 4s and 3% carcasses weighing more than 975 lb. There is no minimum group size because sorting is encouraged to bring out the best in each animal. Honorable mention groups stood out for CAB acceptance, but contained discount cattle for one reason or another.

^bH=heifers; M=mixed; S=steers.

^cSee highlight, “Reap benefits with records.”

^dTotals more than 100% because not all cattle were CAB eligible.

Call (785) 539-0123 or visit www.cabfeedlots.com for a complete and current list of feedlot licensees.

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

Twist on traditional

Corned beef and cabbage is a traditional favorite for St. Patrick's Day, but CAB Chef Dianna Stoffer has put a southwestern twist on this customary entrée. With CAB deli corned beef as its main ingredient, Corned Beef Tortilla with Sweet Onion Relish is a tasty and unique dish to celebrate the holiday.



Corned Beef Tortilla with Sweet Onion Relish, Gouda Cheese and Capers

Ingredients:

3 lb. <i>Certified Angus Beef</i> ® deli corned beef	3 cups grated gouda cheese
Salt and pepper to taste	1 recipe "Sweet Onion Relish"
24 6-in. flour tortillas	½ cup capers, drained

Cooking Instructions:

Warm corned beef and season with salt and pepper. Heat 12 tortillas on flat grill and place corned beef in each. Finish with cheese, relish and capers. Top with second tortilla and flip over to warm. Cut each tortilla into six portions.

Sweet Onion Relish

Ingredients:

5 Tbsp. butter	2 Tbsp. light brown sugar
3 cups finely chopped sweet onions	2 tsp. dry mustard
¾ cup finely chopped leeks	⅓ cup apple juice concentrate
¾ cup finely chopped red pepper	½ cup finely chopped scallions

Cooking Instructions:

In a skillet, melt butter; add onions, leeks, peppers, dry mustard, sugar and apple juice concentrate. Cook for about a half hour until onions are fully translucent and begin to brown. Add scallions after browning to retain some color. Serve immediately or refrigerate before use.

Makes 12 portions

Recipe by Dianna Stoffer, Corporate Chef, Certified Angus Beef LLC

Brand building

A new frank. CAB has expanded its partnership with Smithfield Foods. The Smithfield, Va., company is the 28th to offer CAB value-added sausages, deli meats and convenience items.

A super-premium frankfurter for foodservice "offers restaurateurs profitability along with the superior quality of the CAB brand," says Jim Schloss, Smithfield vice president of marketing.

A new premium-quality 6-inch (in.) frank comes in sizes of four, six or eight per lb. with two 5-lb. packages per box. There are no fillers, binders or MSG (monosodium glutamate, a flavor enhancer), and to ensure fresh beef taste, it is never frozen.

"Having a direct source for fresh CAB chucks makes this frankfurter a natural extension of Smithfield's product line," says Brett Erickson, CAB director of value-added products. "The company's expert marketing and national distribution create added bonuses for independent operators, chains and entertainment venues."

"We are delighted to have Smithfield Foods join our team of processors," says Jim Riemann, president of CAB. "The Smithfield Foodservice Group has created a high-quality frankfurter that supports our commitment to giving consumers exceptional beef-eating experiences through the CAB brand. We look forward to opportunities for growing the CAB product line made by Smithfield."

Smithfield Foods is the leading processor and marketer of processed meats in the United States. It has one of the most comprehensive marketing programs for foodservice operators in the category. Visit www.smithfieldfoods.com for product information.

Promoting good health. CalorieKing University is an online, 13-week weight-loss program designed to teach lifelong skills needed for weight management, such as behavior and psychology, nutrition and health, food guide messages, exercise and fitness, and lifestyle. The Web site now offers four CAB brand recipes and links to the brand's Web site. CalorieKing's December newsletter also featured CAB Mushroom-Stuffed Eye of Round Roast.

CalorieKing is part of the FamilyHealth Network, a leading publisher, developer and service provider for health- and wellness-related software. Visit www.calorieking.com and search for CAB recipes like Hearty Beef Stew, Herbed Tenderloin and Cranberry Roast.

made and lost on each animal from start to finish," Sebranek says. "He keeps a lot of records, and when a pen of cattle comes out to us, he sends a big envelope full of cattle documentation."

In September, Giddens had 41 steers that harvested at 31.8% CAB acceptance with 58.6% YG 1 and 2. December brought more of the same when 28 heifers reached 41.2% CAB acceptance at 57.1% YG 1 and 2 (see Table 1 on page 247).

Quality performance on the grid doesn't come easy, but requires extra work from both the producer and the feedlot, Fike says. Detailed records and feeding with CAB-licensed feedlot partners can translate to lower breakevens and heavier pockets at harvest time.

Meaningful marketing

Honored as the 2004 CAB Restaurant Marketer of the Year, Pedro's Angus

Steakhouse of Fairfield, Ohio, continues to excel. Throughout December 2004, military personnel with active duty identification were invited to eat free at Pedro's. Owner Bill Roe says he always recommended the CAB filet. The restaurant's motto for this offer was, "You served us, now let us serve you."

"We thought this was our gift to the troops, but we have received the greater gift — the joy of giving to something bigger than ourselves," Roe says.

"Two young men who returned yesterday from Afghanistan ate steaks for lunch," Roe says. "A trucker from Missouri, a Vietnam veteran, stopped in for lunch the other day. He said, 'I wish someone would have done this for us when we came home.'"

Roe says many of the troops come in uniform. "It gives a whole new atmosphere to the restaurant. And our other customers are very appreciative. Most stop by the table and thank them for their service to this country."

Eye for detail. Ray's Food Place continues to use creative brand marketing to attract consumers. In celebration of its one-year anniversary with the CAB brand, Ray's locations launched a colorful, appealing two-page ad with the brand center stage. There are 43 Ray's stores throughout California and Oregon.

Out to eat

In the United States. Customers at Jackson's All-American Sports Grills have a variety of menu choices, but as of December the restaurant serves exclusively CAB brand beef entrées. "I'm very excited about bringing on the *Certified Angus Beef* brand and want to get the message out to consumers that we offer a high-quality product at a great value," says John Ziegler, owner.

There are four Jackson's locations in Denver, Colo., as well as restaurants in Fort Collins and Greeley, Colo. All locations carry CAB burgers, 14-ounce (oz.) New York strip steaks, strip steak sandwiches and CAB fajitas, made from inside skirts. The company will conduct waitstaff training sessions to ensure the brand's quality message is conveyed to its quality-conscious consumers.

In the Caribbean. Hundreds of restaurateurs in Barbados recently sampled Texas-style CAB brand barbecue brisket, resulting in the licensing of three new accounts that will offer exclusively CAB brand beef entrées.

The list includes two Sandy Lane Hotel restaurants — L-Acajou, one of its fine dining operations, and Ba Jan Blue, a casual beachside operation. Known as one of the most prestigious properties in the world,



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Sandy Lane is home to the Green Monkey golf course — sight of Tiger Wood's recent nuptials — and expensive villas with rooms that rent for \$20,000 per night.

Also licensed was the Restaurant at Southsea, recently selected by Conde Nast Traveler's Hot Tables as one of the best new restaurants in the world in 2004.



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For a source for recipe ideas, storage and handling tips, restaurant listings, retail store locations, and cooking information, visit www.certifiedangusbeef.com