



Brand News

► News and highlights from Certified Angus Beef LLC*

A bigger cut

It's a fact: Ribeyes are getting larger. The effect is seen in distributors' steak-cutting rooms and restaurant kitchens. Market conditions are a contributing factor to this growth.

"Current conditions are encouraging producers to keep cattle on feed longer than average," says John Stika, Certified Angus Beef LLC (CAB) vice president of business development. "That tends to increase quality

grade so more cattle could eventually qualify for USDA Prime and a premium brand, like the *Certified Angus Beef*® (CAB®) brand. However, feeding cattle longer also increases carcass weights, leading to larger ribeyes."

Carcass weights have increased an average of 5 pounds (lb.) per year since the 1970s. In the past two years alone, weights increased about 8 lb. per year. Analysts predict carcass weights could increase another 5 lb. per year until economic signals change. The prices of

corn, feeder calves and finished cattle figure into the equation.

"America's cattle producers are increasingly focused on raising cattle that satisfy customers' needs, but some factors are more easily controlled than others," Stika says. "They are improving marbling and limiting excess fat like the foodservice and retail industries have requested. These are more easily controlled by genetics than cattle prices, which are based on an intricate mix of supply and demand fundamentals."

CAB-licensed restaurants work closely with suppliers to ensure they receive steaks of the highest quality, exact proportions and guaranteed aging. Steak size, or the area of the plate the steak covers, is not as easy to control. Steak size is an issue that begins long before beef arrives in a supplier's warehouse. Fortunately, innovative suppliers are introducing new cuts that allow restaurants to serve thicker steaks for customers to enjoy.

"Good suppliers realize a 1½-inch-thick ribeye steak is simply more appealing than a ½-inch-thick ribeye," says Mark Polzer, CAB foodservice director. "By taking a fresh look at the ribeye, we have helped distributors isolate specific muscles and apportion this primal to its fullest potential."

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Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in February 2006



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.). 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 at least one discount problem.

Licensed CAB® Feedyard	Head	Sex ^a	%YG 1&2	%CAB	%Prime
Chappell Feedlot	49	S	28.6	63.3	2.0
Honorable Mentions	Head	Sex ^a	%YG 1&2	%CAB	%Prime
Hergert Feeding Co.	40	H	15.0	62.5	12.5
Hergert Feeding Co.	160	H	24.4	56.6	15.0
Irsik & Doll Feedyard	38 ^b	M	31.6	55.3	5.3
Beller Corp.	44	S	11.4	43.2	4.5
Irsik & Doll Feedyard	22	H	36.4	42.9	0.0
Hergert Feeding Co.	80	H	31.3	41.7	8.8
Triangle H Grain & Cattle Co.	40 ^b	S	35.0	40.0	0.0
Hergert Feeding Co.	159	H	21.4	39.1	10.7
Chappell Feedlot	75	H	29.4	35.0	16.0
Irsik & Doll Feedyard	43	M	34.9	34.2	7.0
Triangle H Grain & Cattle Co.	74 ^b	S	24.4	33.8	4.1
Damall Feedlot	180	H	27.3	33.5	4.4
Beller Corp.	36 ^b	S	37.8	33.3	5.6
Beller Feedlots	45 ^b	H	31.1	33.3	13.3
Triangle H Grain & Cattle Co.	39 ^b	S	10.3	33.3	2.6
Corcoran Farms	21 ^b	M	4.8	33.3	4.8
Beller Feedlots	31 ^b	H	9.4	31.3	6.3
T-Bone Feeders	109 ^b	H	7.3	31.2	5.5
Beller Corp.	90 ^b	S	20.0	31.1	2.2
Irsik & Doll Feedyard	21	H	28.5	30.8	0.0
Hergert Feeding Co.	80	S	48.8	30.8	2.5
Flint Rock Feeders Ltd.	59	H	28.8	30.5	5.1

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

^bIndicates 100% CAB eligible. All acceptance rates figured on eligible portions.

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



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

Removing the lip and cap from the ribeye leaves the main muscles of the classic ribeye steak to be portioned into “cucina” steaks. These are premium, trimmed, thick-cut ribeye steaks.

“With the cucina steak, customers continue to enjoy the full, robust flavor of the ribeye,” Polzer says. “Cucina steaks are as easy to incorporate on the menu as ribeye steaks. They can be seasoned and grilled like a classic ribeye or carefully prepared for the house specialty.”

Within the ribeye, though, are even more merchandising solutions. Instead of the ribeye being cut into cucina steaks, the two main muscles can be separated and portion-cut into filet of rib steaks and medallions. A filet of rib can be grilled or broiled like filet mignon, especially when it’s the premium-

quality CAB brand.

Kernel fat in the ribeye can be a point of contention with today’s health-conscious consumers. Most know to cut around it; others perceive it as excess fat or gristle. With the filet of rib cutting method, kernel fat is simply trimmed away, Polzer says. “Providing distributors with these alternate cutting methods brings merchandising power to the restaurateur,” he adds.

In the Spotlight

Irsik & Doll Feedyard is the February Feedlot Partner of the Month. “The cream consistently rises to the top,” CAB Feedlot Specialist Gary Fike says. “The management team of Mark Sebranek and Jerry Jackson works hard and maintains high CAB-acceptance rates, currently near 24% for the past six months.” More than 90% of cattle in the yard are owned by customers, and most cattle are marketed on some type of grid.

“Enrollments, data capture efficiency and communication have been stellar,” Fike says. “The 2005 Quality Focus Award winner is on track to repeat.”

Chad Grimes of Buffalo Feeders LLC, Buffalo, Okla., is the February Quality Assurance (QA) Officer of the Month. “Although the feedlot is relatively new to the Feedlot-Licensing Program (FLP), Chad has really stepped into his role as QA officer,” Fike says. “He has been consistent in

enrolling cattle, excelling at data capture (more than 95%) through carcass data requests and closeouts.”

Licensing stamped

Sysco Food Services of Salt Lake City, Utah, recently hosted the Intermountain Food Show. The event represented the first opportunity for many of the company’s accounts to get a firsthand look at the CAB brand.

Potential licensed accounts were able to taste samples of fresh CAB patties and a variety of the brand’s steaks. Sysco’s CAB specialist, David Jones, offered samples of CAB strip steaks and compared them with samples of USDA Choice strips. Only one of the hundreds of customers taking samples said they preferred the Choice strip. The CAB strip made an impression due to its consistently flavorful, tender and juicy presentation.

Prizes were offered and attendees entered to win a trip to the National Restaurant Association Restaurant, Hotel-Motel Show in Chicago, Ill., courtesy of Sysco Intermountain. The Intermountain show was so successful, dozens of potential accounts are in the process of being licensed — a sign of increased demand for premium beef.

Foodservice briefs

Visitors to the Jacksonville Zoo and Gardens in Jacksonville, Fla., are enjoying animal entertainment as well as great food. Thanks to Sysco Food Services of

CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588;
phone: (330) 345-2333; fax: (330) 345-0808
www.cabpartners.com

Jim Riemann, president
Brent Eichar, senior vice president
Tracey Erickson, vice president
John Stika, vice president of business 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
Paul Dykstra, feedlot specialist
Gary Fike, feedlot specialist
Wendy Nichols, office and data manager

Ohio staff:

Mark McCully, supply development director
Christy Johnson, supply development marketing director
Lance Zimmerman, supply development marketing manager

INDUSTRY INFORMATION DIVISION

16360 Victory Rd.
Onaga, KS 66521
phone: (785) 889-4162
fax: (785) 889-4163
Steve Suther, director

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.

National Hamburger Month

Celebrate National Hamburger Month in conjunction with Mother’s Day with the CAB brand. Try Stuffed Blue Cheese and Bacon Burgers for a tantalizing alternative, or visit www.certifiedangusbeef.com for more burger recipes and cooking tips.



Stuffed Blue Cheese and Bacon Burger

Ingredients

8 lb. CAB® ground chuck, formed into 24 4-oz. patties
24 oz. blue cheese, crumbled
2 lb. bacon, cooked and crumbled
Salt and pepper to taste
12 Kaiser rolls
Olive oil, as needed

Optional toppings: red onion slices, bib lettuce, tomato slices, chopped artichoke hearts, olive spread, caramelized onions, spinach, chopped basil, chopped green onions or sautéed mushrooms.

Instructions:

Preheat grill. Place equal portions blue cheese and bacon in center of 12 patties. Top each with a remaining patty and seal, crimping edges together with a fork. Season with salt and pepper and grill to an internal temperature of 160° F (71° C). Separate buns, brush with olive oil, and grill until lightly browned. Stack the burger and toppings on bun and serve.

Serves 12

Jacksonville, CAB brand burgers and frankfurters are now served at venues throughout the park.

Southern Foods of Greensboro, N.C., has planned marketing, training and sales initiatives to promote the brand to its foodservice customers. An April sales incentive program focused on CAB middle-meat sales as well as end meats, ground beef and value-added products. The company will host a food show on May 9, representing the brand with postcard mailings, T-shirts, signage and prize giveaways. These strategies promote the brand and build confidence among the company's accounts.

International guests

A team of Korean retailers visited the United States Feb. 12-17, accompanied by CAB's International Division staffer Daisuke Shimojima. The trip was organized by the U.S. Meat Export Federation (USMEF).

The team consisted of buyers from leading Korean retail chains: E-Mart, Samsung Tesco Homeplus, Lotte Mart, New Core Co. Ltd., Shinsegae Department, Lotte Department and Lotte Super Co. Ltd., as well as the president of High Foods Co. Ltd.

The group learned about U.S. beef plant operations and safety programs while visiting the major packers: Swift & Co.,

Cargill, Tyson Foods Inc., and National Beef Packing Company. CAB provided a seminar at the USMEF office in Denver, Colo., covering CAB specifications and the U.S. beef market in the past, present and future.

Star struck

The Women Today Expo, featuring the Food City Food Show, took place at the Knoxville Convention Center in March. Featured on the Food City Cooking School Stage was Food Network star Paula Deen,

host of "Paula's Home Cooking." CAB Home Economist Sarah Donohoe also entertained the crowd while preparing favorite recipes featuring the CAB brand.

K-Va-T Food City Inc. has licensed stores throughout Kentucky, Virginia and Tennessee. TOPCO Associates offered CAB value-added product samples to show participants. The Food City Food Show is one way to promote the brand's premium quality to thousands of consumers.



► Food Network's Paula Deen hosted a cooking class on the Food City Food Stage during the Women Today Expo in Knoxville, Tenn.