



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Ranch visit for CAB staff

Nine Certified Angus Beef LLC (CAB) staff members toured Mill Brae Ranch, a seedstock Angus operation near Maple Hill, Kan., as part of an orientation for those more familiar with the product side of the industry. Mark Nikkel, managing partner, traced the history of the ranch, which is owned by T.D. and Roger Steele. Mill Brae sells 115 registered Angus bulls annually at a spring production sale, and most customers sell weaned calves.



## In the news

*La Cocina Mexicana*, a foodservice publication geared toward Mexican, Southwestern and Tex-Mex restaurants across the United States, will feature *Certified Angus Beef*® (CAB®) brand Prime deli roast beef as a new product in an upcoming issue. The publication's circulation is 20,000.

Retail Director Al Kober recently granted interviews with *Meat Retailer* and *Meat & Poultry* magazines. Combined circulation for the two publications is 28,329.

Pro Trade Publishing LLC ran an article on Certified Angus Beef LLC (CAB) waitstaff training in the July/August issues of four state restaurant association magazines, including Illinois, Indiana, Arizona and Connecticut. The combined circulation is 69,000.

## Holten sizzles with CAB

Holten Meat Inc., Sauget, Ill., demonstrated how it led the CAB ground beef processing sales category this summer. An aggressive promotion at retailer Giant

Eagle produced sales of 850,000 pounds (lb.) of Holten's CAB chuck patties — that's 3.4 million burgers! The processor's sales are on track for a record year with the brand.

## Fiesta in Cancun

Comercial Norteamericana-Cancun teamed up with Mexico's Chalone Wine Group on July 27 for a food and wine-pairing event. More than 250 chefs, food and beverage managers, restaurant operators, and upscale consumers were in attendance to sample CAB brisket and prime rib, paired with Monte Xanic wines. The CAB brand was promoted on the invitations and signage. Monte Xanic, owned by the Chalone Wine Group, is one of the most popular Mexican wines, and the vineyards are located in Baja California, Mexico.

## Introducing deli

Ukrops Super Markets Inc. based in Richmond, Va., officially introduced CAB brand deli meats to customers in August. An

ad featured the products through a store circular and point-of-sale materials identified CAB products at the store level. All Ukrops deli associates were trained on the brand and products by a deli video and custom-made pocket cards. A secret shopper promotion began Sept. 1 to evaluate deli associate brand knowledge and ensure proper displays.

Since launching CAB deli products, Roth's, a supermarket in Oregon, has seen an increase of 40% in the first three months of sales. Enthusiasm for the brand is evident from store level to corporate and ownership.

## Waitstaff contest in Mexico

Hard Rock Cafe and Planet Hollywood eateries recently launched a CAB brand New York strip promotion in nine restaurants across Mexico. A goal was set for every server to sell at least two CAB strips per day, and Comercial Norteamericana conducted waitstaff training. Customized table tents promote the brand to customers, and the contest offers incentives for waitstaff to sell as many strips per week as possible.

## Breakfast over the airwaves

Chef Dianna Stoffer, corporate chef for CAB, and the marketing-communications staff recently traveled to Saint Louis, Mo., to conduct two live radio promotions. Stoffer grilled steak and eggs for the disc jockeys and completed live interviews on each station. The 5-minute segments focused on grilling. Cardinals tickets were given to the caller with the correct answer in a beef trivia contest. The sizzling segments were a mouthwatering way to entice radio listeners to enjoy the brand at breakfast or anytime.

An additional radio interview, focused on the brand's 25th anniversary, was recently conducted with Rae Nell Halbur of KFIZ radio in Fon du Lac, Wis.

## Goin' for the green

The CAB brand teamed with Levonian Bros. Inc. and Wegmans food markets of New York to offer Wegmans' customers the chance to win a ticket package for two to the U.S. Open golf classic, a Broil King® grill and a CAB party pack. CAB deli meats were featured in a weekly circular announcing the giveaway, which ran July 21 to Aug. 2. Every purchase of CAB deli meat with Wegmans' frequent shopper cards entered customers in the prize giveaway. The contest was a great incentive for customers to purchase CAB deli products.

## Chopper training

The first round of "We Know Meat" training sessions has begun for 1,200 meat

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## SHIPPING DEPARTMENT

To order CAB merchandise, call 1-800-725-0070 or fax (330) 345-0803.

## TOLL-FREE CAB FLAVOR FINDER

A source for recipe ideas, storage and handling tips, restaurant listings, retail store locations, and cooking information.

1-877-2-EAT-CAB

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

associates, store managers, zone directors and meat merchandisers at Price Chopper stores. Topics include customer service, Meat 101, the CAB brand, preparation methods and food safety methods. Throughout the next five weeks, Price Chopper will train its meat department personnel to improve customer service, product knowledge and staff confidence levels, making the Price Chopper meat department a destination for consumers.

### Re-launch clears confusion

Fred Meyer stores have reintroduced the CAB brand in their Oregon and Vancouver, Wash., stores. This relaunch comes at a time when "Angus confusion" is at its highest in the Pacific Northwest. Fred Meyer recently sent a full-page ad to consumers, featuring CAB boneless ribeyes. A month-long blitz will include weekly CAB advertisements, demos, and a sales contest. Extra staff also will cover meat service cases. Meat managers, store directors, food managers and district managers received additional training. Fred Meyer plans to introduce the 93% lean CAB grind.

### And the winner is ...

Certified Angus Beef LLC was selected by the Employer's Resource Council (ERC) as one of the top 99 great workplaces in northeastern Ohio. All North Coast 99 award recipients were honored at a banquet on Sept. 10. The ERC reports a record number of applicants this year, with more than 300 companies applying for the award. CAB was evaluated in the areas of benefits, communication, community service, compensation, diversity, recruiting, selection and retention, training and development, work/life balance, and health and safety. Congratulations CAB staff!



## July On-Target honorees<sup>a</sup>

Monthly recognition is part of the Certified Angus Beef LLC (CAB) Feedlot-Licensing Program (FLP) "Spotlight Award" series based on volume, quality, customer service and attention to detail.

**Feedlot Partner of the Month:** Pratt Feeders LLC, Pratt, Kan., Jerry Bohn, manager  
**Quality Assurance Officer:** Tom Hughson, Panhandle Feeders, Morrill, Neb.



Licensed CAB® feedyard	Head	Sex <sup>b</sup>	%YG 1&2	%CAB	%Prime
Hillig Farms Inc.	14*	S	92.9	78.6	7.1
Boise Valley Feeders	22*	H	45.2	54.6	0.0
Hergert Feeding Co.	42	S	66.7	47.4	4.8
Hergert Feeding Co.	11*	S	45.5	45.5	0.0
Silver Creek Feeders Inc.	47*	S	49.9	44.7	0.0
Beller Feedlots	79	S	64.5	43.5	1.3
McGinley-Schilz Feedyard Ltd.	47*	H	10.6	40.4	0.0
Silver Creek Feeders Inc.	14*	S	57.1	35.7	0.0
McPherson County Feeders	35*	H	17.1	34.3	2.9
Hergert Feeding Co.	37	S	56.8	31.3	0.0

Honorable mentions	Head	Sex <sup>b</sup>	%YG 1&2	%CAB	%Prime
Schmitz Feedlots LLC	20	S	45.0	68.8	5.0
Hergert Feeding Co.	43	H	48.8	68.2	0.0
Irsik & Doll Feedyard	42*	S	50.0	66.7	7.1
Beller Feedlots	39*	S	18.0	66.7	2.6
Hergert Land & Cattle Co.	41	H	31.7	59.3	4.9
Royal Beef	23	S	52.2	57.1	0.0
McPherson County Feeders	12*	S	33.3	41.7	0.0
Hergert Land & Cattle Co.	42	H	61.9	40.5	2.4
Beller Feedlots	39*	S	9.5	40.5	0.0
Beller Feedlots	60*	S	21.7	40.0	10.0
T-Bone Feeders	30*	H	23.3	40.0	3.3
Schmitz Feedlots LLC	20	S	40.0	40.0	0.0
Schmitz Feedlots LLC	10*	S	30.0	40.0	0.0
Darnall Feedlot	53	H	32.1	38.5	5.7
Hergert Land & Cattle Co.	44*	H	61.4	36.4	6.8
4+ Cattle Feeders	45*	H	13.3	28.9	11.1

<sup>a</sup>In the On-Target "30-0" program, the FLP honors partners that harvest qualifying groups of cattle with at least a 30% Prime or CAB acceptance rate that are free of discount carcasses. 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.

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

\*Indicates 100% CAB eligible. Acceptance rate figured on eligible portion.

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