



Brand News

► News and highlights from Certified Angus Beef LLC*

Golden anniversary

It's a simple formula for success that has worked for 50 years: Hire and keep the best people; provide superior, precision hand-cut meat; and realize that reputation is key to longevity and growth.

Following this motto, Statewide Meats and Poultry of New Haven, Conn., has prospered. The company celebrated 50 years in March. President Steve Falcigno says the *Certified Angus Beef*® (CAB®) brand has

been an outstanding addition to the company's product line since it became licensed in 1993.

No newcomer to the meat business, Falcigno's father purchased Statewide Meats in the early 1970s, and his grandfather owned a meat market in New Haven for several decades prior. Statewide still cuts steaks by hand — an increasing rarity in the meat distribution industry — and cuts more than 40,000 pieces of meat every week. With a reputation as center-of-the-plate specialists, the privately owned foodservice distributor caters to upscale restaurants, hotels, caterers and clubs throughout Connecticut and the surrounding area.

"*Certified Angus Beef*-brand products are what meat should be — consistently great

quality, easy to select and supported by a high level of customer service," Falcigno says.

He calls the brand a trendsetter, adding, "The CAB brand's beef expertise and innovative cuts translate directly into superior quality, support and innovation we can offer our loyal customers."

Falcigno has noticed several changes in meat and beef marketing over the years, ranging from inexperienced newcomers to others' frequent focus on moving raw tonnage at the expense of quality.

"Our focus will always be on people first and on quality product with every delivery," he says. "That's the philosophy keeping us around for a half century — and for another 50 years."

Handling heavyweights

Heavy carcass weights continue to be a challenge in restaurant kitchens and grocers' meatcases. The CAB brand is providing a solution to this challenge with a new carcass-weight sheet that gives foodservice distributors the power to discuss this industry issue with staff and restaurateurs. The brand's merchandising solutions sheet

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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.

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in March 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
Hergert Feeding Co.	34	H	44.2	58.3	2.9
Hergert Feeding Co.	40	S	55.0	47.1	2.5
Honorable Mentions	Head	Sex ^a	%YG 1&2	%CAB	%Prime
Schmitz Feedlot LLC	11	S	22.9	100.0	0.0
Irsik & Doll Feedyard	39 ^b	M	41.0	64.1	30.1
Chappell Feedlot	39 ^b	M	5.1	48.7	20.5
Hergert Feeding Co.	83	S	39.7	40.0	3.6
Hergert Feeding Co.	47	S	38.3	39.5	2.1
Hergert Feeding Co.	80	S	35.3	39.1	2.5
Corcoran Farms	38	M	26.3	37.8	2.6
Corcoran Farms	38	M	26.3	37.8	2.6
Corcoran Farms	38	M	26.3	37.8	2.6
Thomas County Feeders Inc.	57	H	36.5	33.3	0.0
Guggenmos River Ranch Ltd.	30	M	26.7	33.3	0.0
Irsik & Doll Feedyard	22 ^b	H	50.0	31.8	0.0
Guggenmos River Ranch Ltd.	19	H	15.8	31.6	0.0
Hergert Feeding Co.	80	H	38.8	30.4	16.3
Hergert Feeding Co.	80	S	48.8	30.3	5.0

^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.

for CAB ribeye and strip steaks helps distributors expand their merchandising power and reputation as the beef leader in their markets.

Certified Angus Beef LLC (CAB) account managers are offering strategies to successfully implement these cutting methods. Full-color sheets can be directly downloaded from the CAB Web site or ordered through customer service.

These new cutting methods will help distributors merchandise thicker CAB ribeye and strip steaks for customers to enjoy. The smaller, yet thicker, steaks allow them to offer pricing alternatives for these favored steaks and develop merchandising strategies before peak summer demand arrives.

Heading North

Pioneer Lodge in Willow, Alaska, is the brand's northern-most licensed steak house. Located halfway between Anchorage and Denali National Park, the lodge recently became licensed for CAB-brand burgers, ribeye, strip, country-fried steak, steak and corned beef sandwiches.

Owner Curtis Stillwell and Vice President Mike Calvin are excited about the marketing services offered by the brand. The lodge is a major stop for tourist buses on their way to and from the state park. The restaurant and bar have been completely remodeled and were ready for the start of tourist season May 15.

Beef is back

CAB staff recently traveled to Thailand to participate in the "Beef is Back" reception, coordinated by the U.S. Meat Export Federation (USMEF), Texas Beef Council and the Office of Agricultural Affairs.

More than 150 invited guests involved in the business of food distribution, international hotel and restaurant management, and wholesalers attended the reception. Thailand lifted the U.S. beef ban in early March, and the first product shipment arrived in the market April 1. U.S. beef consumption in Thailand is still small, but large sales are expected in the high-end foodservice market.

What's for dinner?

Dinners at Home is the newest CAB line-item account aiming to make life simpler for busy consumers. This service-based business located in Raleigh, N.C., offers easy meal solutions without shopping or chopping.

Consumers visit www.dinnersathome.net to choose meals and arrive at the store to assemble ingredients. All they need to bring is a cooler for transporting the meals home. Meals can be customized for smaller



►Redesigned packaging from RMH Foods features high-quality images and the premium CAB logo. The new style is designed to attract busy, beef-loving consumers.

portions, extra spices and to avoid food allergens. Best of all, there is no cleanup.

This type of business is popular in cities across the country and is a great fit for the CAB brand.

Lights ... camera ...

Consumers in Atlantic City, N.J., are noticing the CAB brand, thanks to a partnership with Trump Plaza and Casino. CAB product will be showcased on an outdoor LED board at Trump Plaza and throughout the property on plasma screens. Product images will also be featured on televisions in each hotel room.

Reiman joins CAB Team

Miranda Reiman has accepted a position with CAB as an industry information specialist, based in Manhattan, Kan. She is a 2006 graduate of South Dakota State University (SDSU), earning a bachelor's degree in agricultural journalism with a minor in animal science. She recently moved to Kansas with her husband, Mark.

Reiman works with CAB Divisional Director Steve Suther on technical and feature writing, editing, photography and other forms of outreach to producers.

The daughter of Mark and Karla Malo,

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Frankly speaking

June is National Hot Dog month. Savor the flavor of all-beef frankfurters from the CAB brand. Kids of all ages will enjoy this quick and easy recipe. For retail locations in your area, visit www.certifiedangusbeef.com and click on "Where to Buy."

Frankfurter Pizza

Ingredients

- 1 lb. Certified Angus Beef® frankfurters
- 1 prepared pizza crust
- 1½ cups shredded mozzarella cheese
- 3 8-oz. cans of pineapple, well-drained
- 3 green onions chopped
- Salt and pepper

Instructions:

Preheat oven to 350° F. Slice frankfurters lengthwise, then cut into half circles. Top crust with cheese, leaving a ½-inch (in.) border around edges. Top with frankfurters, drained pineapple pieces and onions. Salt and pepper to taste. Bake 10-12 minutes until hot, and cheese is melted. Serve immediately.

Serving option:

Cut pizza crust into fun shapes with cookie cutters for individual pizzas.

Nutritional information:

Nutritional information per serving: 347 calories; 17 g fat; 7 g saturated fat; 52 mg cholesterol; 33 g carbohydrates; 17 g protein; 430 mg sodium; 3 mg iron. Serves 6-8.



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Granada, Minn., Reiman grew up on a diversified family farm and developed a 4-H cattle project that helped pay her way through college. She was already exploring new horizons while attending East Chain High School, serving as a People-to-People student ambassador to Australia in 2000.

At SDSU, she held top leadership positions in Collegiate 4-H, Journalism Club, Agricultural Communicators of Tomorrow (ACT), the Little International Livestock Show and the Ag/Bio Prexy Council. She was invited to present at a U.S. Department of Agriculture (USDA) Farm Policy Forum in 2005. Throughout her busy college years, she was a member of the Pride

of the Dakotas Marching Band, while also maintaining excellent grades and a steady freelance writing and photography career.

"We are fortunate to have a young person with Miranda's leadership, journalistic and creative talent join our team," Suther says. "She began freelance work for us in January, and has already proven her ability to communicate with producers on how to hit the CAB target profitably."

In the spotlight

Beef Northwest Feeders' location at Nyssa, Ore., is the March 2006 Feedlot Partner of the Month for its focus on managing for quality along with volume. "The company works with customers on a long-term basis and strives to provide feedlot and performance data analysis," says Paul Dykstra, CAB feedlot specialist. "That helps

their repeat customers in benchmarking and herd improvement." A structured genetic alliance with Thomas Angus Ranch of Baker City, Ore., also helps customers realize value from conception to the rail.

Shelby Jones, manager and co-owner of Ranger Feeders, Dighton, Kan., is the March 2006 Quality Assurance (QA) Officer of the Month. Purchasing and managing cattle for the CAB brand at the 12,000-head feedyard has resulted in a 16.8% CAB-acceptance rate since licensing last July, far above the regional average and almost 2 percentage points above the entire Feedlot-Licensing Program's (FLP's) average. "Dr. Jones has enrolled and captured data on nearly 3,500 head with an 88% data-capture rate," says CAB Feedlot Specialist Gary Fike. "His exceptional efforts helped those enrolled cattle hit the target."

