



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Two decades of excellence

Orrville Middendorf, founder of Middendorf Quality Meats of St. Louis, Mo., had a vision 20 years ago. He wanted his company to become the industry leader by offering customers the highest-quality beef available. In 1986, Middendorf partnered with Certified Angus Beef LLC (CAB), the world's leading brand of fresh beef. Today, PFG Middendorf serves 78 CAB-licensed restaurants and consistently ranks among the brand's top-25 foodservice distributors.

While the company's awards list is

impressive, its long-term relationship with customers is the key to success. PFG Middendorf consistently offers a full selection of loin, rib, chuck and round cuts. Such complete product diversity shows commitment to finding the perfect cut of beef for every restaurant. The company assures the integrity of the *Certified Angus Beef*® (CAB®) brand by working closely with accounts to ensure proper brand identification on menus. Its sales team members are truly CAB specialists in the market, offering only the highest-quality beef products and impeccable customer service.

the world's leading brand of fresh beef. This scholarship benefits tomorrow's leaders who are involved in their communities and the beef industry.

The scholarship is available only to college students who are junior- or senior-level status for the Spring 2007 academic year, at a four-year institution. Students must have demonstrated commitment to the beef industry through pursuit of a meat science, food science, animal science, marketing, business, communications, journalism or other degree related to the beef industry through activities or curriculum.

The \$2,500 scholarship goes to the top applicant, judged in this order of importance: activities and scholastic achievement, communication skills assessed through an essay and verbally, and reference letters. The \$1,000 scholarship is awarded to the second-place applicant based on the same criteria. In addition to the scholarship, the top recipient may also have the opportunity to accept up to a three-month paid internship.

For more information, requirements and application, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com) and click on Press Room.

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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).

## Satisfied customers

Consumers want easy, palate-pleasing meals, and CAB pot roast, meat loaf and beef burgundy make it possible. Made by Smithfield/RMH Foods Group of Morton, Ill., these classic entrées deliver profit potential, customer satisfaction and repeat sales. They are made with premium beef cuts and minimally processed for true beef taste. The products come in 17-ounce packages, allowing them to be price competitive with other items in this category.

Marketing these products is made easier with the following additional benefits.

- All the comforts of a home-cooked meal
- Convenient, simple heating with the microwave, stovetop or oven
- Minimally processed to keep the flavor — no binders, fillers or preservatives
- Made with premium, whole-muscle CAB cuts

Product quality and consistency are ensured by science-based specifications and the industry's most extensive tracking system.

## Earn a \$2,500 or \$1,000 Scholarship

Developed in 1999 as Louis M. "Mick" Colvin retired as executive director of the CAB Program, the Colvin Scholarship recognizes his role in making dreams a reality and inspiring others to be their best. Colvin co-founded the CAB Program in 1978, leading it to provide

## Promoting CAB Natural

CAB designers recently developed a consumer brochure and retail store sign to promote CAB brand Natural. These marketing pieces will be used in retail stores offering CAB brand Natural products.



## In the Spotlight

Circle 7 Feedyard of Cherokee, Iowa, is the April 2006 Feedlot of the Month. "Starting off with a bang, this new feedlot has enrolled 1,048 head of cattle since January 1," says Certified Angus Beef LLC (CAB) feedlot specialist Paul Dykstra. "Harvest data tell us CAB acceptance rates are well above the national average at 17.9%."

Manager Ted Parker and consulting veterinarian Mark Carlson serve their

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

clientele through ultrasound sorting and aggressive marketing on several grids offered by area packers. Those include Tyson Foods Inc., Greater Omaha Packing Co. Inc., Nebraska Beef Inc. and PM Beef Group LLC. The yard has utilized CAB marketing expertise through new feedlot sign design and use of the Partner logo.

Dan Dorn, rancher relations manager at Decatur County Feed Yard near Oberlin, Kan., has earned the April 2006 Quality Assurance Officer of the Month. "Dan logs

tens of thousands of miles each year visiting with ranchers and customers of Decatur County Feed Yard to provide consultation and value-added services to cattle people from coast to coast," Dykstra notes.

Dorn uses the feedyard's advanced individual animal management and data feedback tools to provide a clear understanding of profitability opportunities for producers. "Dan is an advocate of the CAB brand and the information-sharing

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**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in April 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 <sup>a</sup>	%YG 1&2	%CAB	%Prime
Hergert Feeding Co.	25	H	32.0	47.6	16.0
Chappell Feedlot	24 <sup>b</sup>	H	12.5	41.7	4.2
Decatur County Feed Yard	14	H	50.0	38.5	0.0
Hergert Feeding Co.	15 <sup>b</sup>	H	40.0	33.3	0.0
Irsik & Doll Feedyard	20 <sup>b</sup>	M	45.0	30.0	5.0
Beller Feedlots	28 <sup>b</sup>	S	35.7	28.6	3.6
Chappell Feedlot	40	H	17.5	27.0	5.0
Honorable Mentions	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime
Darrel Smith Angus	9 <sup>b</sup>	H	0.0	77.8	0.0
GG Genetics	36 <sup>b</sup>	S	44.4	61.1	11.1
Circle 7 Feedyard Inc.	14 <sup>b</sup>	H	42.9	57.1	0.0
Irsik & Doll Feedyard	19	S	15.8	52.9	0.0
Chappell Feedlot	29 <sup>b</sup>	H	55.2	48.3	13.8
Irsik & Doll Feedyard	21	H	23.8	47.4	4.8
Thomas County Feeders Inc.	24 <sup>b</sup>	S	16.7	45.8	0.0
Chappell Feedlot	24 <sup>b</sup>	S	8.3	45.8	0.0
Darrel Smith Angus	11 <sup>b</sup>	S	18.2	45.4	9.1
Chappell Feedlot	20 <sup>b</sup>	M	10.0	45.0	5.0
Irsik & Doll Feedyard	52 <sup>b</sup>	S	17.3	42.3	5.8
Gregory Feedlots Inc.	38 <sup>b</sup>	S	15.8	42.1	0.0
Irsik & Doll Feedyard	25	H	52.0	39.1	0.0
Thomas County Feeders Inc.	23 <sup>b</sup>	M	34.8	39.1	0.0
Silver Creek Feeders Inc.	42	M	21.4	39.0	2.4
Thomas County Feeders Inc.	21 <sup>b</sup>	S	19.0	38.1	0.0
Thomas County Feeders Inc.	35 <sup>b</sup>	H	22.9	37.1	2.9
Chappell Feedlot	32	H	34.4	36.7	6.3
Beller Feedlots	22 <sup>b</sup>	S	22.7	36.4	0.0
Darnall Feedlot	42 <sup>b</sup>	M	7.1	35.7	0.0
Chappell Feedlot	28	S	42.8	34.6	3.6
Hays Feeders LLC	35	H	62.8	33.3	2.9
Pratt Feeders LLC	42 <sup>b</sup>	S	31.0	33.3	2.4
Chappell Feedlot	28 <sup>b</sup>	S	25.0	32.1	0.0
Chappell Feedlot	41 <sup>b</sup>	S	7.3	31.7	2.4
Thomas County Feeders Inc.	79 <sup>b</sup>	S	49.4	31.7	0.0
Irsik & Doll Feedyard	20	H	55.0	30.8	0.0
Irsik & Doll Feedyard	40 <sup>b</sup>	S	30.0	30.0	2.5
Bassett Feeding Inc.	79	M	29.5	30.0	1.3

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

<sup>b</sup>Indicates 100% CAB eligible. All acceptance rates figured on eligible portions.

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

activities that we employ through the Feedlot Licensing Program,” Dykstra adds.

### **Taste-bud-icious**

Consumers received a CAB Taste-bud-icious™ seasoning packet at the 11th annual Michigan International Women’s Show May 4-6. The packet was developed as a giveaway for consumer events. Warm weather and the start of grilling season prompted thousands to attend the event, held at the new Rock Financial Showplace in Novi.

Attendees entered a prize drawing for a Sunbeam Everest gas grill and \$150 in coupons for CAB products from Meijer. Beef lovers stopped by the CAB booth to taste a sample of steak chili. Such events appeal to

consumers in the brand’s target demographic, as well as those in a targeted market area. They also allow ways to join with a licensed retail partner like Meijer.

### **The Choice? CAB**

Adams Fair Acres Supermarkets is converting all USDA Choice beef product offerings to the CAB brand. This CAB partner operates three stores in the Poughkeepsie, N.Y., market. Paul Varco, meat director, said he had a great experience at this year’s Roundup seminar and enjoyed the depth of the CAB program. He was most impressed that the brand is closely tied to the American Angus Association. Adams Fair Acres is another

valuable partner that is eager to secure recognition for the brand.

### **And the award goes to ...**

The brand’s Retail Training CD received a merit award as a digital presentation from the National Agri-Marketing Association (NAMA) April 19 in Kansas City. NAMA annually presents awards to recognize excellence in creative agri-marketing communications in 69 categories. There were 1,230 entries nationwide.

The training CD was entered in the national competition after being named a finalist at the regional level. The brand’s Roundup 2005 seminar also received honors as a regional winner.

## Tasty sensations

This Independence Day, try one of the brand's dry rub or marinade suggestions for a more flavorful beef entrée. Various combinations of herbs or spices make excellent dry rubs. To apply rubs evenly, sprinkle the mixture on the beef and rub into all surfaces.

These herbs and seasonings will enhance flavor: basil, curry powder, onion, paprika, rosemary, chili powder, Creole seasoning, garlic and Italian seasoning.



The key functions of a marinade are to tenderize cuts of beef that may be variable in tenderness, and/or to add a distinct flavor. Always marinate under refrigeration, never at room temperature. For flavor enhancement only, marinate from 15 minutes to 2 hours.

Marinades contain various herbs or spices, sometimes oil, and always an acidic ingredient. Depending on the type of cuisine, the following liquid ingredients are often used in meat marinades: red wine vinegar, balsamic vinegar, olive or vegetable oil, lime, lemon or orange juice, wine, pineapple juice, beer and soy sauce. These marinades will add a punch of flavor.

### Lime Marinade

2 Tbsp. fresh lime juice  
¼ tsp. grated lime peel  
¼ tsp. salt  
¼ tsp. ground cumin  
¼ cup vegetable oil

### Mediterranean Melody

½ cup olive oil  
½ cup lemon juice  
2 cloves garlic, crushed  
¼ tsp. salt  
¼ tsp. pepper

### Deliciously Bold

1 cup beef broth

2 Tbsp. red wine vinegar  
1 Tbsp. Worcestershire sauce  
1 Tbsp. vegetable oil  
1 tsp. dried Italian seasoning

### Sunkissed Marinade

1 can (12 oz.) frozen orange juice concentrate, thawed  
½ cup soy sauce  
½ cup light molasses or honey  
2 tsp. ground ginger

### Parisian Pizzazz

½ cup dry white wine  
½ cup Dijon-style mustard  
2 Tbsp. vegetable oil

