



Brand News

► News and highlights from Certified Angus Beef LLC*

New distributor

Robert's Sysco of Lincoln, Ill., recently added the *Certified Angus Beef*® (CAB®) brand to its product line.

"Our enhanced product line, combined with added staff expertise and our new state-of-the-art Lincoln facility, positions us as the leading quality foodservice distributor for the central Illinois market," said Dean "Robbie" Robert Jr., president and chief executive officer (CEO) of Robert's Sysco.

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To order CAB merchandise, visit
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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.

"We've been known for integrity of both product and service for nearly 100 years," Robert said. "So it made good sense to become aligned with the world's leading branded beef program — CAB."

The Robert family knows great beef. Dean Robert Sr. actually raised Angus cattle. Selecting the CAB brand was an easy, educated choice for the company.

"The customer is the winner here," Robert said. "Previously available on a limited scale in central Illinois, now CAB brand beef will be widely available in several premium steakhouses and restaurants thanks to our strong and increasing market presence."

Nebraska favorite

In celebration of its 25th anniversary, the Wooden Windmill restaurant of Fremont, Neb., has become a licensed Certified Angus Beef LLC (CAB) partner. All beef entrées, such as the ribeye cowboy platter and blackened prime rib, now use CAB brand products. In fact, the Wooden Windmill is the only restaurant in town that serves CAB steaks for all its beef menu items.

The Wooden Windmill is a local landmark in eastern Nebraska. The restaurant is appropriately named for its two-story wooden windmill. According to patrons, the Wooden Windmill has been the best restaurant in town for 25 years, offering quality food, value and a something-for-everyone menu.

Product showcase

CAB international staff recently had a unique opportunity to meet high-caliber meat buyers from 20 countries, including existing CAB licensees.

At an invitation-only event during the June U.S. Meat Export Federation (USMEF) board meeting in Las Vegas, CAB and U.S. meatpackers and processors demonstrated product and answered questions at the acclaimed product showcase. Buyers who attended the showcase were able to taste a variety of CAB dishes during a cocktail reception offering CAB recipes. The showcase gave buyers and international packer sales staff a chance to meet with CAB representatives, examine marketing materials and have their questions answered.

CAB blossoms

The annual Magnolia Blossom Festival in Magnolia, Ark., featured the CAB brand again in 2006. This is the third year the chamber of commerce selected CAB ribeyes for the well-attended cook-off contest. Festival-goers purchased more than 4,000 CAB ribeye steaks in one hour during this year's event.

The Magnolia Blossom Festival has been featured on Food Network and is well-known for its steak-loving attendees. The brand had a very prominent presence during the festival. Judges were supplied with CAB shirts and hats. Certified Clyde, the brand's mascot, was driven down the main street in a red convertible and passed out candy to children during the parade.

A fully-wrapped CAB trailer was parked next to the judges' table. CAB backdrops were set up behind the judges' booth. A banner across Main Street featured the CAB logo. Performance Food Group of Little Rock, Ark., assisted with the event, as did Mules Cantina, the licensed restaurant that initiated the brand's participation.

Overseas licensees

Consumers in Taiwan now have two additional options when they want a CAB entrée. Two more Toro's restaurants were recently 100% licensed. The first Toro's restaurant was licensed in October 2005 by licensed CAB distributor Shuh Sen Co. Ltd.

Vietnam now has its first licensed CAB retailer. Swiss Alps is a store owned and managed by CTY Nhat Nam (a licensed CAB distributor) and has been open since the end of January 2006. Vietnam is a great potential market for the U.S. meat industry, and recently joined the World Trade Organization (WTO). Vietnam will begin importing bone-in products very soon.

CAB success

Las Mananitas SA de CV, a distributor in Mexico, has been named No. 3 in Latin America for food quality by *Travel & Leisure* magazine. Executives attribute the company's increased sales and perception to the CAB brand. A memo from them explained, "You put yourself behind the No. 1 product quality and only great things happen."

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



In the spotlight

Brothers Doug, Duane and Dennis Beller operate a quality-based feedlot just south of Lindsay, Neb. The Beller Corp. is the May 2006 CAB Feedlot of the Month.

“This family operation strives to feed the best cattle that they can afford and extract the most value from each load,” Gary Fike, CAB feedlot specialist, says.

A CAB partner for more than three years, the feedlot has consistently beaten the average CAB-acceptance rate, often marketing loads with more than 25% CAB qualifiers.

“In the past couple of years, the Bellers have incorporated the latest technologies in the industry to sharpen their management and marketing,” Fike says. “Beller Corporation does a great job hitting the great target and keeps getting better every day.”

Ron Rowan wears many hats at Beef Northwest Feeders, but that doesn’t distract his focus. The May 2006 CAB Quality Assurance (QA) Officer of the Month handles several duties simultaneously, including risk management, commodities procurement, customer relations, alliances and other special projects. “From his office near North Powder, Ore., Ron spends a great deal of time on the road and on the phone making things happen at the company’s three feedlots in Oregon and Washington,” says Paul Dykstra, CAB feedlot specialist.

“His commitment to working with ranchers and the overall beef industry in the Pacific Northwest has allowed Beef Northwest Feeders to access some excellent cattle from the best herds in the region,” Dykstra adds. “Ron makes an extra effort to show ranchers and customers the opportunities available to them through feeding the right kind of cattle and marketing them in a way that rewards quality.”

Decatur County goes bronze

A feedlot known for precision feeding and sorting has reached the benchmark Bronze Level (500 head) in the CAB 30.06 program. These “on-target” cattle must be at least 30% CAB or Prime, with no more than 3% heavy or 3% Yield Grade (YG) 4 carcasses. Total Prime and CAB-acceptance rate on 512 head of qualifiers as of May 1 was 46.25%, with 4.9% YG 1, 44.9% YG 2 and 50.2% YG 3.

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in May 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	28	H	54.0	72.7	3.6
Chappell Feedlot	22	H	45.5	60.0	4.5
S&B Feedyard	41	M	36.5	59.4	0.0
Chappell Feedlot	35	M	60.0	55.6	8.6
Hergert Feeding Co.	42	S	31.0	50.0	0.0
Chappell Feedlot	30 ^b	S	23.3	50.0	3.3
Chappell Feedlot	13 ^b	H	46.7	41.8	2.3
Chappell Feedlot	41 ^b	S	36.5	34.2	0.0
Flint Rock Feeders	80 ^b	S	46.3	33.8	0.0
Chappell Feedlot	43 ^b	M	34.9	32.6	0.0
Decatur County Feedyard	19 ^b	S	68.4	31.6	0.0
Hergert Land & Cattle Co.	39 ^b	S	33.3	28.2	2.6
Chappell Feedlot	43	M	44.2	26.3	4.7
Honorable Mentions	Head	Sex ^a	%YG 1&2	%CAB	%Prime
Ranger Feeders II	60	S	35.0	60.5	10.0
Hergert Feeding Co.	10 ^b	H	10.0	50.0	20.0
Silver Creek Feeders Inc.	45	S	6.7	47.4	6.7
Beller Feedlots	45 ^b	S	22.2	46.7	13.3
Chappell Feedlot	13 ^b	H	30.8	46.2	7.7
Beller Feedlots	13 ^b	S	7.7	46.2	0.0
Thomas County Feeders Inc.	31 ^b	S	38.7	45.2	0.0
Highland Feeders	20 ^b	S	45.0	45.0	0.0
Hergert Feeding Co.	29 ^b	S	34.5	44.8	6.9
Chappell Feedlot	25 ^b	H	60.0	44.0	4.0
David Ranch	39	M	17.9	42.1	10.3
Chappell Feedlot	10 ^b	M	20.0	40.0	0.0
Irsik & Doll Feedyard	20	S	45.0	40.0	0.0
Chappell Feedlot	35 ^b	M	5.7	40.0	2.9
Chappell Feedlot	57 ^b	M	14.0	38.6	1.8
Samson Inc.	40	S	25.0	37.5	7.5
Gregory Feedlots Inc.	48 ^b	S	12.5	37.5	0.0
Thomas County Feeders Inc.	81 ^b	S	29.6	37.0	9.9
Thomas County Feeders Inc.	66 ^b	S	10.6	36.4	0.0
Beller Feedlots	14 ^b	S	7.1	35.7	21.4
Pratt Feeders LLC	43 ^b	S	11.6	34.9	2.3
Hays Feeders LLC	35 ^b	S	34.3	34.3	0.0
Bassett Feeding Inc.	73	H	60.3	34.0	9.6
David Ranch	39 ^b	S	17.9	33.3	2.6
McPherson County Feeders	19	H	42.1	33.3	0.0
Hergert Land & Cattle Co.	12 ^b	S	8.3	33.3	0.0
Carson Feeders Inc.	82	M	6.1	32.9	1.2
Chappell Feedlot	59	S	23.7	32.8	0.0
Chappell Feedlot	50 ^b	S	16.0	32.0	4.0
Thomas County Feeders Inc.	32 ^b	H	6.3	31.3	6.3
Beller Feedlots	45 ^b	S	13.3	31.1	2.2
Circle 7 Feedyard Inc.	45 ^b	M	8.9	31.1	0.0
Gregory Feedlots Inc.	41	M	61.0	30.8	0.0
Thomas County Feeders Inc.	50 ^b	S	38.0	30.0	0.0
Hergert Feeding Co.	12	S	58.3	30.0	8.3

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

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

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