

Stika Named CAB President

Kansas native becomes third president of the world's largest, most successful fresh beef brand.

by Crystal Meier

John Stika, Creston, Ohio, has been named president of Certified Angus Beef LLC (CAB) by its Board of Directors.

The CAB Board appointed him, effective immediately, at its Saturday, Nov. 11, 2006, meeting during Angus activities at the North American International Livestock Exposition (NAILE) in Louisville, Ky.

"John's knowledge of the industry and the brand made him the ideal choice," said Board Chairman Bob Norton, Saint Joseph, Mo. "We certainly appreciate the respect he has already gained from licensed partners and fellow staff members. We are fortunate to have a talented team of leaders that make transition seamless."

Stika came to CAB in February 1999 as assistant director of what was then its Feeder-Packer Relations Division. Subsequently, he became director of that division, then director of the Packing and Supply Development divisions. Most recently, as vice president for business development, he led program growth through the company's sales divisions: retail, foodservice, international and value-added products. He worked closely with staff in those divisions, along with the packing director and regional account managers to develop customer success with the *Certified Angus Beef*® (CAB®) brand.

In 2006, CAB achieved its third-highest year in sales [more than 543 million



John Stika, president, Certified Angus Beef LLC

pounds (lb.)) and its highest level of carcass utilization (297 lb. per certified carcass).

"I look forward to working with our licensees, producers and staff along the same successful path that has maximized CAB product quality and integrity since 1978," Stika said. "The demand for CAB product will continue to grow. We need to keep building on the value CAB brings to the producer membership and licensee base so they remain focused on incorporating the brand in their futures."

A native of Lincolville, Kan., Stika grew up on a diversified livestock and crop farm. He earned a doctorate in meat science from

the University of Kentucky, following bachelor's and master's degrees in animal and meat science from Kansas State University. Stika initially worked in CAB's supply development office in Manhattan, Kan. He and his wife, Deanna, moved to the Wooster, Ohio, area in August 2002 with their three sons.

Stika becomes the third president of the world's largest and most successful fresh beef brand. He follows M. James "Jim" Riemann, who retired this fall after eight years with the company.

"CAB will continue to set the standard for quality beef," Stika said. "More brands will come and go, but CAB will stay in the driver's seat as long as it ensures a superior eating experience. As a brand, we will continue developing our role in customer service and customer success."

Only 8% of beef meets the brand's high standards. In 2006, restaurants and grocery stores sold CAB products to consumers across the United States and in more than 30 countries. The brand offers the industry's most comprehensive brand assurance and product integrity system. For more information on CAB products, visit www.certifiedangusbeef.com.



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