



# Brand News

► News and highlights from Certified Angus Beef LLC\*



## Record value-added sales

The *Certified Angus Beef*® (CAB®) brand posted a value-added product record of 1.4 million pounds (lb.) in March, surpassing the previous record set in May 2004. At the center of the effort was a retail promotion that generated a 34.7% increase in corned beef sales during the first quarter of 2006.

For the promotion, Certified Angus Beef LLC (CAB) provided licensed corned beef processors with a point-of-sale piece for each box of product. Retailers could acquire ready-to-use ads, recipes, public-service announcements and talking points.

“The campaign followed their success with our cooked prime rib promotion for the holidays,” reports Brett Erickson, CAB

value-added product director. “Retailers could easily use the tools ‘as is’ or expand the promotion to become their own.”

Most CAB corned beef’s packaging is ideal for St. Patrick’s Day displays with cabbage. Price Chopper, Schenectady, N.Y., offered CAB corned beef cut to order.

Two processors licensed in 2006 helped generate the retail business. Julian Freirich Foods Inc., Salisbury, N.C., and Peer Foods Group, Chicago, Ill., offer CAB fresh corned beef and deli meats.

“Customers know to expect the same level of quality in our processed meats as our fresh cuts,” Erickson says. “We are simply providing them a product that is easy to market and convenient to use. Premium marbling ensures the quality customers enjoy.”

## CAB summer intern

Robyn Werk, a senior at South Dakota State University (SDSU), will represent CAB as the 2007 Industry Information summer intern. Werk, who is pursuing a degree in agricultural journalism with a minor in animal science, will report to industry information specialist Miranda Reiman and director Steve Suther. She will assist with various projects that include researching and writing feature stories, producing news releases and developing and maintaining media contacts.

Werk grew up near Herman, Minn., where her family farms and raises Hereford and Angus cattle. She credits much of her passion and appreciation for the industry to years of participation in both breed associations’ junior shows and activities.

At SDSU, Werk is active in the Little International livestock show, where she recently was advertising superintendent. She also participates in Block and Bridle, serving as a committee member for the steer show.

The CAB summer internship is from mid-May to mid-August, based out of the company’s Manhattan, Kan., office.

## As the wind blows

The Windmill Restaurant in Billings, Mont. is known for its jumbo prawns, coldwater lobster tails, barbecued ribs and now its CAB brand steaks. Rick Jones, general manager, says he is seeing more of his jumbo-prawn and king-crab lovers

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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).

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

deciding to put aside their seafood urges for one of the Windmill's mouthwatering CAB filets or ribeyes.

"Great-tasting steaks begin with high-quality beef," Jones says. "The consistency in CAB steaks is excellent, and the end result is a beautiful steak that is juicy, tender and absolutely delicious."

Visiting Billings? The Windmill Restaurant is open daily for dinner, and Monday through Saturday for lunch.

### Branding buckeyes

Eight students and an adviser from the Ohio State University's agricultural communications and journalism program visited CAB headquarters in May. The students learned about the CAB brand and company activities related to design, communications and marketing. The students participated in a lunchtime cooking demonstration with Chef Scott Popovic, advertising campaign focus-group activity



Bi-Lo Inc. is a CAB-licensed retail chain of more than 230 supermarkets in four southeastern states — South Carolina, North Carolina, Georgia and Tennessee. The company recently "branded" its trucks with CAB advertising. Bill Head, vice president of Meat & Seafood at Bi-Lo, says he's never seen anything more beautiful ... on a truck, that is.



and discussed interviews and job searches. This opportunity may become an annual activity for students in the program.

### World's greatest steaks

A unique partnership is giving consumers an additional avenue for sourcing CAB

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**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in April 2007**



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.). Sorting is encouraged to bring out the best in each animal, and the minimum group size is 10 head. 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
Thomas County Feeders, Inc.	41 <sup>b</sup>	S	43.9	48.78	2.4
Circle 7 Feedyard, Inc.	11 <sup>b</sup>	H	63.6	45.45	0.0
Silver Creek Feeders Inc.	37 <sup>b</sup>	S	45.9	40.54	0.0
Thomas County Feeders Inc.	80 <sup>b</sup>	S	50.1	33.75	0.0
Thomas County Feeders Inc.	41 <sup>b</sup>	S	51.2	31.71	2.4
Honorable Mentions	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime
Guggenmos River Ranch Ltd.	27 <sup>b</sup>	S	18.5	62.96	3.7
Thomas County Feeders Inc.	77 <sup>b</sup>	S	22.1	32.34	7.8
Thomas County Feeders Inc.	68 <sup>b</sup>	S	19.1	48.53	16.2
Chappell Feedlot	56 <sup>b</sup>	H	0.0	48.21	5.4
Thomas County Feeders Inc.	40 <sup>b</sup>	S	2.5	47.50	7.5
Guggenmos River Ranch Ltd.	20 <sup>b</sup>	H	25.0	45.0	0.0
Thomas County Feeders Inc.	80 <sup>b</sup>	S	26.3	45.0	2.5
Irsik & Doll Feed Yard	30	H	30.0	44.0	3.3
Chappell Feedlot	25 <sup>b</sup>	M	4.0	44.0	4.0
Thomas County Feeders Inc.	67 <sup>b</sup>	S	23.9	43.28	4.5
Thomas County Feeders Inc.	67 <sup>b</sup>	S	14.9	43.28	10.4
Thomas County Feeders Inc.	51 <sup>b</sup>	H	56.9	43.14	5.9
McPherson County Feeders Inc.	27	H	66.7	42.31	0.0
Beller Corp.	45 <sup>b</sup>	S	13.3	40.0	0.0
Thomas County Feeders Inc.	66 <sup>b</sup>	M	56.0	39.39	1.5
Hays Feeders LLC	93	S	21.5	38.89	3.2
Silver Creek Feeders Inc.	24 <sup>b</sup>	M	12.5	37.50	0.0
Circle 7 Feedyard Inc.	31 <sup>b</sup>	H	41.9	35.48	0.0
Wheeler Feed Yard Inc.	39	H	51.3	34.29	2.6
Thomas County Feeders Inc.	91 <sup>b</sup>	H	20.9	34.07	3.3
Thomas County Feeders Inc.	72 <sup>b</sup>	S	29.2	33.33	2.8
Wheeler Feed Yard Inc.	55	S	43.6	33.33	0.0
Chappell Feedlot	31 <sup>b</sup>	S	45.2	32.26	3.2
Hergert Feeding Co.	22 <sup>b</sup>	H	27.3	31.82	9.1
Thomas County Feeders Inc.	91 <sup>b</sup>	S	23.1	30.77	2.2
MPK Land and Livestock LLC	13 <sup>b</sup>	M	23.1	30.77	0.0
Wheeler Feed Yard Inc.	42	H	31.0	30.56	19.0
Irsik & Doll Feed Yard	20 <sup>b</sup>	H	35.0	30.0	20.0

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

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

Lots that exceed 15% YG 4 and YG 5 are not included on the honorable mention list.

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

brand products. The Sharper Image, a specialty retailer known for its “cutting edge” products, introduced aged CAB brand Prime steaks in its June catalog and web site. Marketed by Trump Steaks™, featuring real estate tycoon Donald Trump (see “Playing the Trump Card,” page 79), the offer reaches a new customer base and generates brand awareness for all CAB-licensed partners.

### A brand issue

Protecting CAB trademarks is paramount to maintaining the quality and consistency consumers have come to expect from the brand. Recently a restaurant was found to be mistakenly using the brand’s mark.

Efforts to resolve the trademark issue turned into a licensing and sales opportunity. Attempts to resolve the issue by CAB brand assurance staff and the distributor led to the restaurant’s becoming a line-item partner. Its 66 properties will feature CAB steaks, burgers and beef fritters. Monitoring trademark use is imperative to brand integrity. Occasionally, the efforts result in a new partner — driving CAB sales and opening doors to new groups of consumers.

### Partners progress

Neil and Daniel McPhail, Seneca, S.C., have learned the value of a good partnership. Rounding out their second year of feeding with Silver Creek Feeders Inc. (SCF) of Treynor, Iowa, the father-son duo has already noticed a positive change in their Tokeena Angus herd.

“We like being able to look at the carcass data provided and pick out the positives and the negatives on our cattle,” says Neil, the elder McPhail. “That way we can make decisions based on the information we receive.”

The third-generation family farm manages 150 Angus cow-calf pairs and feeds out 75 steers and heifers each year. In addition, Tokeena holds an annual sale consisting of 30-40 performance-tested Angus bulls.

The McPhails select for both carcass and maternal traits. According to Neil, ribeye and marbling are a major focus, along with calving ease, milk and scrotal circumference.

Carcass data provided by SCF, a CAB-licensed, 3,000-head feedlot, forms the basis for many breeding and production decisions, Neil says. “That allows us to provide performance information for our bull sale buyers, and it attracts more buyers.”

These are the kind of cattle SCF manager Roger Chambers likes to feed, and the

McPhails are the kind of customers he values most, he says. A retained-ownership harvest group of 37 steers were recently noted in the CAB “Thirty-Aught Six” (30.06) program (see Table 1, page 73). To qualify, 30.06 groups of cattle must reach at least 30%

Prime or CAB brand acceptance, with no more than 6% in discounts. The McPhail cattle easily made it, with 40.5% CAB, adding to more than 500 head of 30.06 cattle SCF has fed during the last few years.



## Hot food trend

Thai food is one of the hottest trends in American cooking. The philosophy behind this cuisine is to encompass five fundamental tastes in one dish — sweet, sour, spicy, salty and bitter. It may seem overwhelming to prepare at home, but the CAB brand’s recipe for Thai Spring Rolls with Asian Ginger Salad is easy to prepare.

## Thai Spring Rolls with Asian Ginger Salad

### Ingredients:

- ¾ lb. *Certified Angus Beef*® (CAB®) sirloin, sliced thin
- 1½ oz. sriracha or pepper sauce
- 2 tsp. red curry paste
- 1 Tbs. black sesame seeds
- 1 Tbs. canola oil
- ½ cup rice wine vinegar
- ¼ cup mirin (sweet cooking wine)
- 1 Tbs. chopped ginger
- 2 Tbs. sugar
- 2 Tbs. salt
- 8 oz. prepackaged slaw mix
- 12 pieces asparagus (top 2-3 in.), blanched with woody ends pared
- 8 spring roll papers
- 12 oz. prepackaged Mediterranean salad mix
- 6 oz. Asian sesame with ginger salad dressing or any soy-based salad dressing
- 16 mandarin orange segments
- 2 oz. chow mein noodles



### Instructions:

- Combine sriracha, curry and sesame seeds and place in zipper-lock plastic bag with sirloin. Seal and marinate overnight in refrigerator. Combine vinegar, mirin, ginger, sugar and salt; bring it to a boil, stirring occasionally. Turn off, and let sit for 10 minutes. Pour liquid through strainer over slaw mix, cool and marinate overnight in refrigerator.
- In large pan, heat oil to smoking point. Remove steaks from bag; discard marinade. Panfry steaks to medium rare (140° F internal temperature) or desired doneness. Cool.
- Place spring roll paper in hot water until it becomes pliable. Toward the bottom of each paper, place 1 ounce vegetables, 1½ ounce beef and three asparagus spears. Fold ends to center, rolling firmly.
- In medium-sized bowl, place Mediterranean salad mix. Drizzle salad dressing around sides of bowl and toss to coat with dressing.
- To assemble, place four mandarin oranges on plate and top with 3 ounce salad mix and ½ ounce chow mein noodles. Cut two spring rolls in half, on the bias. Place one piece beside the salad; lean a second piece against it. Repeat with two remaining pieces.

### Serves 4.

Nutritional information per serving: 595 calories; 22 g fat; 4 g saturated fat; 37 mg cholesterol; 78 g carbohydrate; 4 g dietary fiber; 22 g protein; 5,300 mg sodium; 21% daily value iron (based on 2,000 calorie diet).