

Association Link

Fall sire summary available online

The *Fall 2006 Sire Evaluation Report* and the updated expected progeny differences (EPDs) and dollar value indexes (\$Values) from the latest National Cattle Evaluation (NCE) were

released July 17. To view the latest Sire Evaluation Report online, go to www.angussiresearch.com. In addition to the online and printed versions, the report is available on CD for \$25, or a computer printout of the report is available for \$15.

Register now for Boot Camp

A Cattlemen's Boot Camp is set for Aug. 29-30 at the University of Illinois in Champaign-Urbana. Registration is open until Aug. 14, but sign up today as space is limited.

Sponsored by the American Angus Association, Angus Foundation and University of Illinois, the Boot Camp is open to all cattle producers and offers a



look into all segments of the industry, as well as evolving technologies. Cost to attend is \$75 and includes meals and materials. A block of rooms has been reserved at the Holiday Inn. Please call (217) 328-7900 and ask for the American Angus Association rate to reserve your room today.

For more information about the Boot Camp, go to www.angus.org, or call Kris Sticken with the Angus Foundation at (816) 383-5100.



Register for National Angus Conference & Tour

The 2006 National Angus Conference & Tour is Sept. 26-28 in Boise, Idaho. See page 20 in this month's *Angus Beef Bulletin* for specific details.

Registration is \$75 prior to Aug. 25 and includes the conference program, meals and bus transportation during the tour. Purina Mills, LLC, and Alpha Animal Health are the major sponsors of this year's event, which includes Web coverage at www.nationalangusconference.com.



Decatur County goes bronze

A feedlot known for precision feeding and sorting has reached the benchmark Bronze Level (500 head) in Certified Angus Beef LLC's (CAB's) 30.06 program. These "on-target" cattle must be at least 30% *Certified Angus Beef*® (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.

Association plans educational Webcasts

In an effort to reach more of the Association membership, educational Webcasts will be conducted monthly to provide more information about Association programs and services.

The educational programs will be conducted via the Internet on a four-month trial basis, beginning in September.

The hour-long Webcasts will be the second Tuesday of each month, beginning at 8 p.m. CST. More information about the Webcasts can be found at www.angus.org.



A bigger cut

It's a fact: Ribeyes are getting larger. The effect is seen in distributors' steak-cutting

rooms and restaurant kitchens. Market conditions are a contributing factor to this growth.

"Current conditions are encouraging producers to keep cattle on feed longer than average," says John Stika, CAB vice president of business development. "That tends to increase quality grade so more cattle could eventually qualify for USDA Prime and a premium brand, like the CAB brand. However, feeding cattle longer also increases carcass weights, leading to larger ribeyes."

Carcass weights have increased an average of 5 pounds (lb.) per year since the 1970s. In the past two years alone, weights increased about 8 lb. per year. Analysts predict carcass weights could increase another 5 lb. per year until economic signals change. The prices of corn, feeder calves and finished cattle figure into the equation.

"America's cattle producers are increasingly focused on raising cattle that satisfy customers' needs, but some factors are more easily controlled than others," Stika says. "They are improving marbling and limiting excess fat like the foodservice and retail industries have requested. These

are more easily controlled by genetics than cattle prices, which are based on an intricate mix of supply and demand fundamentals."

CAB-licensed restaurants work closely with suppliers to ensure they receive steaks of the highest quality, exact proportions and guaranteed aging. Steak size, or the area of the plate the steak covers, is not as easy to control. Steak

size is an issue that begins long before beef arrives in a supplier's warehouse. Fortunately, innovative suppliers are introducing new cuts that allow restaurants to serve thicker steaks for customers to enjoy.

"Good suppliers realize a 1½-inch-thick ribeye steak is simply more appealing than a ½-inch-thick ribeye," says Mark Polzer, CAB foodservice

director. "By taking a fresh look at the ribeye, we have helped distributors isolate specific muscles and apportion this primal to its fullest potential."

Removing the lip and cap from the ribeye leaves the main muscles of the classic ribeye steak to be portioned into "cucina" steaks. These are premium, trimmed, thick-cut ribeye steaks.

(Continued on page 14)



Association Link *(from page 13)*

“With the cucina steak, customers continue to enjoy the full, robust flavor of the ribeye,” Polzer says. “Cucina steaks are as easy to incorporate on the menu as ribeye steaks. They can be seasoned and grilled like a classic ribeye or carefully prepared for the house specialty.”

Within the ribeye, though, are even more merchandising solutions. Instead of the ribeye being cut into cucina steaks, the two main muscles can be separated and portion-cut into filet of rib steaks and medallions. A filet of rib can be grilled or broiled like filet mignon, especially when it's the premium-quality CAB brand.

Kernel fat in the ribeye can be a point of contention with today's health-conscious consumers. Most know to cut around it; others perceive it as excess fat or gristle. With the filet of rib cutting method, kernel fat is simply trimmed away, Polzer says. “Providing distributors with these alternate cutting methods brings merchandising power to the restaurateur,” he adds.



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

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.

Outreach Seminar scheduled

The Association, in conjunction with the Ohio Angus Association, is planning an Outreach Seminar for Sunday, Sept. 24, in Tiffin, Ohio. At the meeting, staff will give an overview of Association programs. The Outreach Seminar is part of an educational field day, and will begin after lunch. Watch www.angus.org for more information or contact Shelia Stannard at [sstannard@angus.org](mailto:ssstannard@angus.org).



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 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."

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 and click on Press Room.

Junior deadlines for the fall

• Sept. 1 is the entry deadline for the American Royal junior Angus show.

- Oct. 1 is the entry deadline for the North American International Livestock Exposition (NAILE) junior Angus show.
- Nov. 1 is the ownership deadline for the National Western Stock Show (NWSS) junior Angus show.
- Nov. 15 is the entry deadline for the NWSS.



Nebraska favorite

In celebration of its 25th anniversary, the Wooden Windmill

restaurant of Fremont, Neb., has become a licensed 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.



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 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.