

Association Link

Printed Sire Evaluation Report now available

The printed version of the American Angus Association's *Spring 2007 Sire Evaluation Report* is now available upon request. Active members who returned their blue request cards to receive a printed copy of the spring 2007 report will receive it automatically. Other members and commercial producers who want a printed report should request one via e-mail or by calling the Association. All requests should be submitted to Brenda Schafer at bschafer@angus.org or (816) 383-5144.



A searchable version of the report is available online at www.angus.org.

Heifer package sells

John Downs, owner of Southern Cattle Co., Marianna, Fla., bid \$135,000 Jan. 11 to purchase the 2007 Angus Foundation Heifer, donated by Frank

and Belinda VanderSloot, owners of Riverbend Ranch, Idaho Falls, Idaho.

In addition to the heifer, Southern Cattle Co. will receive 30 days of free insurance from American Live Stock Insurance Co., Geneva, Ill.; free transportation to the buyer's ranch provided by Lathrop Livestock Transportation, Dundee, Ill.; and a flush and three embryo implants into the buyer's recipient cows from Trans Ova Genetics, Sioux Center, Iowa.

The heifer package was auctioned during the National Western Stock Show (NWSS) in Denver, Colo., with all proceeds benefiting the Angus Foundation, the not-for-profit affiliate of the American Angus Association that funds and supports programs involving education, youth and research in the Angus breed and agricultural industry.

Outreach Seminars

A series of Outreach Seminars continues, with one set for March 16 in Clemson, S.C. The seminar begins at 3 p.m., and precedes the South Carolina Angus Association Annual Meeting and Banquet.

Watch for more details about this and other Outreach Seminars at www.angus.org.

Dates set for 2007 National Angus Conference & Tour

Plans are under way for the 2007 National Angus Conference & Tour. The annual event is a month earlier than usual, set for Aug. 28-30, and will be headquartered in Peoria, Ill.

This year's conference will include presentations about Association programs, as well as a lineup of industry experts. A tour hosted by the Illinois Angus Association is also planned. Watch for more information in future issues of the *Angus Beef Bulletin* and online.

Retail run

More and more retailers are taking opportunities to improve their businesses with the *Certified Angus Beef*® (CAB®) brand. Four retail store groups were recently licensed through the Certified Grocers distribution network: Fairplay Finer Foods of Chicago (eight stores); Butera Finer Foods headquartered in Elgin, Ill. (11); Super Low Foods of Wood Dale, Ill. (three); and Caputo's Fresh Markets, headquartered in Addison, Ill. (five).

A new, 75,000-square-foot Market Street store recently opened in Lubbock, Texas. It is a banner of United Supermarkets. CAB brand Natural will be in the service meatcase and a 4-foot (ft.)

section of the self-service case. Both the meat director and meat merchandiser are pleased with the brand's popularity with customers.

Education pays

John Dickinson, American Angus Association regional manager, and several Certified Angus Beef LLC (CAB) staff held a Stampede seminar for U.S. Food Service-Joseph Webb customers. The foodservice distributor, located in Vista, Calif., was licensed in 2004.

The event was at Rancho Samataguma, about 40 minutes from San Diego. More than 100 of the company's customers and 20 staff attended. The event provided grassroots beef production experience, science behind the CAB brand, production influences on quality and price, and merchandising ideas for Joseph Webb customers. Events like this open the door to new business, as demonstrated by increased sales.

Good cattle fed right

The staff of Beller Feedlot, near Lindsay, Neb., like a challenge. They continually strive to get groups of cattle that qualify for the CAB 30.06 program. Recently the family-owned feedlot

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reached Silver standing. Since licensing in 2001, they have harvested more than 1,000 head that were 30% CAB brand and Prime, with no more than 6% outliers.

"It's always a goal, because it's hard to do," says Terry Beller, manager of the 5,000-head yard. "It's hard to get that high of percentage of CAB with no discounts."

Their success is based on management at the feedlot and the type of cattle they recruit.

"You need the genetics to start and then you put the whip to them with sorting," Beller says.

One example of the right kind of cattle came from longtime customer Jim Skavdahl of Crawford, Neb. Three sorts of his Beller-fed cattle met the 30.06 standards (see Table 1).

"We've been doing AI (artificial insemination) for a long time, but we've been paying attention to carcass traits for about six years now," Skavdahl says.

The 66-head top group of his cattle went 33.33% CAB, plus 3% Prime, and more than 70% were yield grades (YG) 1 & 2.

"We concentrate on positive carcass traits, but it's a combination," he says. "They have to be fed right, too, and Bellers do a good job at that."

Junior entry booklets mailed

Every active junior member of the Association should have recently received a booklet of information

regarding shows and events, entries, and deadlines for all 2007 junior activities. This booklet contains the rules, entry forms and information Angus youth need to participate in regional preview shows, regional shows, the National Junior Angus Show (NJAS) and the Leaders Engaged in Angus Development (LEAD) Conference this year.

If you are a junior member who's planning to participate in these events and you haven't received a packet, contact the Junior Activities Department.

Tulsa to host 2007 NJAS

It is time to make plans for the 2007 NJAS. This year's event is set for July 1-7 at the Expo Square in Tulsa, Okla. The Oklahoma and Arkansas Angus associations are inviting all to the event, "The American Dream." The event will feature the largest single-breed beef cattle show in the world and a host of educational and leadership activities for youth 9 to 21 years old.

Look for the show schedule and hotel information in the junior information packet, in future issues of the *Angus Journal*, or in the spring 2007 edition of the *Directions* newsletter. Online information is posted at www.njas.info.

Note earlier NJAS deadline

With this summer's NJAS earlier, the ownership and entry deadline has been moved up to May 15. Members should

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in November 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	33 ^b	H	30.3	42.42	3.0
Chappell Feedlot	80	H	28.8	39.74	5.0
Irsik & Doll Feed Yard	24	M	58.4	33.33	0.0
Beller Feedlots	66 ^b	H	71.2	33.33	3.0
Beller Feedlots	19 ^b	H	47.4	31.58	15.8
Beller Feedlots	31 ^b	H	80.7	25.81	9.7
Honorable Mentions	Head	Sex^a	%YG 1&2	%CAB	%Prime
Hora Prime Beef	13 ^b	M	7.7	46.15	30.8
Thomas County Feeders Inc.	62 ^b	H	16.1	41.94	9.7
Beller Feedlots	47 ^b	H	76.6	38.30	6.4
Thomas County Feeders Inc.	47 ^b	H	40.5	38.30	2.1
Chappell Feedlot	21 ^b	M	57.1	38.10	4.8
Thomas County Feeders Inc.	74 ^b	H	34.3	36.49	1.4
Thomas County Feeders Inc.	66 ^b	S	30.3	36.36	4.5
Irsik & Doll Feed Yard	25	M	8.0	34.78	0.0
Beller Feedlots	79 ^b	S	13.9	34.18	2.5
Beller Feedlots	48 ^b	H	37.5	33.33	4.2
Thomas County Feeders Inc.	79 ^b	S	18.4	32.89	5.3
Thomas County Feeders Inc.	55 ^b	H	38.2	32.73	0.0
Thomas County Feeders Inc.	62 ^b	S	3.2	32.26	8.1
Thomas County Feeders Inc.	40 ^b	H	22.5	30.0	12.5

^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.

have transfers completed and their entries submitted prior to the deadline, as late entries are not accepted. If submitting entries online, make sure you receive confirmation; and if mailing entries, be sure to allow ample time or send your entries via certified mail.

Association can help with junior transfers

If you know of a junior member who has purchased or raised a heifer that he or she wants to show, please make note of all ownership deadlines. If a deadline is fast approaching and you haven't received the transferred registration, the Association can help. Contact the Association at least two weeks prior to the show ownership deadline. Every effort will be made to get the transfer processed in time. Remember, late transfers are never accepted, regardless of the reason.

Scholarships offered, May 1 deadline

Now is the time for high school seniors who are college-bound or those who are already taking college classes to work on scholarship applications. The Angus Foundation will once again award \$100,000 in scholarships to those who are eligible. Scholarships ranging from \$1,000 to \$5,000 will be awarded.

Applicants for Foundation scholarships must be junior, regular or life members of the American Angus Association, and be less than 25 years old. Selection is based on involvement in Angus activities, academics and involvement in the beef industry. Scholarship winners will be announced during the awards function at the 2007 NJAS, which is set for July 1-7 in Tulsa, Okla.

The NJAA/CAB scholarship will also be awarded to one deserving Angus junior at the NJAS in July. Applicants for the \$1,000 scholarship must meet requirements mentioned above and be incoming sophomores, juniors or seniors in college. Applicants must be majoring in animal science, meat science, agricultural communications or other related fields.

All applications are due May 1. Contact the Angus Foundation or Junior Activities Department at the Association for application forms. You can also obtain an application online at www.angusfoundation.org.

Apply for Auxiliary scholarships now

The American Angus Auxiliary awards 10 scholarships annually to five boys and five girls who are graduating high school seniors. Recipients are chosen from application forms that NJAA members can obtain from state Angus auxiliary scholarship contacts or by contacting Nancy Thelen, Auxiliary scholarship chairwoman, at (734) 944-6262 or hillsideacres01@aol.com.

Application information and a list of scholarship chairwomen are

online at www.angusauxiliary.com. State scholarship contacts are also provided in the Auxiliary annual report published as an insert in the February *Angus Journal*. The postmark deadline is May 10. Juniors must first be chosen as a state auxiliary scholarship winner before advancing to the national competition.

Award recipient

Shula's Steak House, a CAB partner since 1989, received the 2006 Florida Beef Backer Award, recognizing the company for exceptional beef marketing.

"The Beef Backer award is our way of giving recognition to restaurateurs who demonstrate passion for the power of

beef on the menu," said Dwain Johnson, chairman of the Florida Beef Council.

"It's an honor for us to be recognized by the beef industry," said Dave Shula, president of Shula's Steak Houses LLP. "We pride ourselves on thoroughly understanding our product."

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The Shula family also credits its strong relationship with Buckhead Beef Co., Atlanta, as part of the chain's success. Buckhead Beef supplies the CAB brand products to the restaurants, and has worked with the Shula team on menu merchandising and staff training programs.

Shula's was entered in the National Beef Backer contest and will compete against other state winners. A national winner was to be announced at the 2007 Cattle Industry Annual Convention and Trade Show in Nashville, Tenn.

Shula's is a family business owned by former NFL coaches Don and Dave Shula. In 1997, the father-son team expanded their six restaurants into 26, including one in Providence, R.I. The newest locations include Jacksonville, Fla.; and Philadelphia, Pa. As one of the top five steak houses in the United States, Shula's was also recognized as CAB's restaurant chain marketer of the year in 2002 and 2005. It has Florida locations in Miami Lakes, Palm Beach Gardens, Orlando, Miami Beach, Naples, Fort Lauderdale and Tampa.

Branding Texas

The West Texas market now has its own CAB brand distributor — U.S. Foodservice Lubbock Division.

"The CAB brand offers product that is consistently tender, juicy and flavorful, no matter the cut," says Kevin Janes, center-of-the-plate CAB specialist and

brand manager for U.S. Foodservice Lubbock. "By offering this premium brand, we can remove Angus confusion and help our customers realize that a better product will generate sales in a very competitive market."

"Offering properly aged middle meats and a complete line of CAB products allows customers to have greater selection opportunities that will save time, reduce labor costs and increase profits," Janes says.

U.S. Foodservice Lubbock considers it an honor and privilege to represent the CAB brand, Janes says, because of CAB's history, integrity and commitment to offering a great product. The company will offer fresh whole primal cuts and portion-cut steaks, fully cooked and other value-added products.

"U.S. Foodservice Lubbock's president, Larry Luman, is excited to be expanding to center-of-the-plate offerings, headlined by the addition of the CAB brand," says Mark Polzer, CAB foodservice director. "A number of restaurants in the area have already begun serving the brand. They're experiencing the 'wow' factor."

Brand in New York

A team of chefs from licensed partner Joey Tomato's, headquartered in Coquitlam, B.C., Canada, prepared a meal at the James Beard House in New York City on Nov. 11. The dinner featured CAB tenderloin. Joey's Executive Chef

Chris Mills reported the entire event was first-class.

"The chefs performed at the highest level, food was spectacular, and it was perfectly prepared," Mills said. "One guest raved it was the best dinner he'd had at the James Beard House, and he'd been attending events there for 30 years."

James Beard was hailed as "The Dean of American Cookery," and his name

remains synonymous with American food. Since 1986, the James Beard Foundation has been at the forefront of America's culinary revolution. The Foundation was established in his honor. Its mission is to celebrate, preserve and nurture America's culinary heritage and diversity in order to elevate the appreciation of culinary excellence.

**Passion for flavor**

This exquisite meal is perfect for special occasions like Valentine's Day. It features CAB center-cut sirloin complemented by mushrooms and red wine. For other Valentine's Day ideas, visit the brand's Web site, www.certifiedangusbeef.com.

Steak Martini with Asparagus Risotto and Braised Tomato Red Wine Sauce*Ingredients*

6 (8-oz.) *Certified Angus Beef*® (CAB®) center-cut sirloin steaks
 ½ cup olive oil
 4 cloves garlic, thinly sliced
 12 oz. button mushrooms, cleaned and chopped
 4 oz. shiitake mushrooms, cleaned and chopped
 8 oz. baby Portobello mushrooms, cleaned and chopped
 1 cup cabernet
 28 oz. canned, diced tomatoes
 ¼ cup olive oil
 1 Tbs. chopped shallots
 4 oz. pancetta ham, thinly sliced
 2 cups risotto
 4 cups vegetable broth
 2 cups heavy cream
 1 Tbs. chopped fresh oregano
 1½ cups chopped blanched asparagus
 Olive oil, as needed for seasoning steaks
 Salt and pepper, as needed

*Instructions*

Heat ¼ cup olive oil in braising pan or Dutch oven on medium heat. Add garlic and cook 3-4 minutes or until garlic is lightly browned. Add mushrooms and cook 5-6 minutes. Deglaze pan with wine and add tomatoes. Cover with tight-fitting lid, reduce heat to medium, and gently simmer for 40 minutes.

Heat additional olive oil in heavy-bottomed saucepan or Dutch oven. Sauté shallots and pancetta 3-4 minutes, stirring constantly. Add risotto and cook 2-3 minutes or until risotto begins to brown.

Combine broth with cream and add to hot risotto cup by cup, only adding more liquid when the previous cup is absorbed into the rice. The final 1-2 cups will not be completely absorbed, but will give the risotto a creamy texture. Stir in oregano and asparagus and keep warm for service.

Brush steaks with olive oil and season with salt and pepper. Preheat grill on high and reduce to medium high; grill steaks to desired doneness.

Serve steaks with risotto and sauce. Makes 6 portions.

Source: Recipe provided by Certified Angus Beef LLC.