

CAB President Riemann Retires

Certified Angus Beef LLC (CAB) President M. James "Jim" Riemann retired in mid-November after serving as president of CAB since 1999.

"I feel very good about the things our team has accomplished in the eight years I have been privileged to be a part of the program," he said. "The *Certified Angus Beef*® (CAB®) brand has grown to be a highly respected brand throughout all segments of the industry."

"The Board is grateful for Jim's dedication and loyalty to CAB and for his commitment to the mission, which is to increase demand for registered Angus cattle," said CAB Board Chairman Bob Norton of Saint Joseph, Mo.

While retirement had been on the horizon for Riemann, he cited pending changes in the brand's product specifications as a contributing factor in the timing. In a move to improve product consistency, the CAB Board of Directors voted this fall to adopt new requirements for ribeye size, carcass weight and trim not previously addressed by the yield grade standard.

"Changes in the overall beef industry in the many years since creation of the brand simply called for this logical response to better serve our customers,"



Norton said. "The commitment to ensuring the highest-quality, best-tasting Angus beef remains unchanged."

Riemann is only the second lead executive in the company's 28-year history. He was appointed when CAB founder Louis M. "Mick" Colvin retired.

Under Riemann's leadership, the world's first branded beef company extended its product line to include CAB brand Prime and Natural, expanded value-added products and established a regional customer service structure.

This year, the company achieved the highest carcass utilization in the program's history, and the third-highest level of product sales.

Before joining the company in 1998, Riemann was director of beef research and development for Excel Corp., Wichita, Kan. His duties at Excel

included development of prepared and fresh beef products. He also worked extensively with food safety technologies and is one of the industry's leading authorities on beef steam pasteurization.

Riemann's varied experiences include 15 years of meat science teaching and research in the Food Technology and Science Department at the University of Tennessee-Knoxville. A native of Kansas, he is a Kansas State University graduate with a bachelor's degree in agricultural education, master's in animal science and doctorate in food science.

Riemann said he and his wife, Nancy, plan to "start living our retirement dream of traveling in our motor home to see more of this beautiful country, and we plan to eventually return to Kansas to be closer to our children."

The CAB brand is the world's leading brand of fresh beef. Since 1995, packers have paid producers more than \$200



Jim Riemann, retiring president, Certified Angus Beef LLC

million in value-based grid premiums for cattle accepted for the brand. For more information on CAB products and programs, visit www.cabpartners.com.



Editor's Note: This release provided by CAB.