



***Certified Angus Beef®* brand records high marks**

Sales up nearly 4% in fifth straight year of gains

by Jennifer Schertz, Certified Angus Beef LLC

WOOSTER, Ohio – Oct. 17, 2011 – Certified Angus Beef LLC, for the fifth consecutive year, reported record sales for its signature brand of beef, with nine out of 12 months in fiscal 2011 hitting new heights. Efforts by the brand's licensed partners led to sales totaling 807 million pounds, an increase of almost 4% over 2010's previous record 777 million pounds.

The *Certified Angus Beef®* brand's sustained growth, particularly during a period of significant economic downturns and rising costs across all segments of the industry, shows its value to consumers and producers, said company president John Stika.

"The brand's growth represents a wave of momentum that took more than 30 years to build," said Stika. The success, he added, is a function of both demand and supply of the high-quality Angus beef.

Increased demand is not only proven by sales success, but also documented by new research from Kansas State University that shows since 2002, demand for the *Certified Angus Beef®* brand has risen 56%, while demand for commodity Choice beef rose 20%.

Gains across all sectors

Stika noted the brand's growth was balanced, with increases among steaks, end meats and ground beef. Sales were especially strong during the summer grilling season, and buoyed by licensed partners' promotions of premium middle meat steaks. June, July and August each surpassed the 70 million pound mark.

The rebounding economy meant more customers were dining out at the brand's nearly 8,000 licensed restaurants, leading to a 11% increase in foodservice division sales, totaling 250 million pounds. While new distribution was added in 2011, partners with more than

two years of sales saw increases over 8%, indicating sustained growth in the sector.

Demand among the brand's 5,900 licensed retailers remained strong, with the division posting sales of more than 395 million pounds – 49% of the total. Retail partners that featured the brand in circulars and implemented sales promotions found strong profit opportunities despite rising costs.

Licensed partners outside the United States also found growth opportunities with the brand, and netted record international sales of 90 million pounds – a 13% increase over last year. Canada and Mexico represented the strongest foreign markets.

Demand continued to grow for high-quality convenience and fully-cooked items. Sales of branded value-added products also set a sales record of 18.5 million pounds. Popular new offerings included cooked, frozen sliced steak for fajitas, and meatloaf sliders.

Positive trends were also apparent on the supply side. Quality-minded ranchers continued to respond to meet the market's needs, ramping up their efforts to reach the brand's target. The result: a dominance of Angus genetics in the U.S. herd, an acceptance rate that at 24% is the highest in 24 years, and more than 3.5 million head of cattle meeting the brand's high standards.

Nearly 16,000 businesses partner with the *Certified Angus Beef®* brand in the United States and 42 other countries, generating an estimated \$4 billion in consumer sales annually. Introduced in 1978, the *Certified Angus Beef®* brand is a cut above USDA Prime, Choice and Select thanks to 10 strict quality standards. For more information, visit www.certifiedangusbeef.com or follow the brand on Facebook, Twitter or the blog at www.GoRare.com.

AIMS Makes Record Keeping Easy

The 2.5 version of AIMS has new features for Angus producers.

Record keeping, while sometimes tedious, is essential for producers wanting to advance their herds. Farmers and ranchers can stay organized and up-to-date with their herd by using the 2.5 version of the Angus Information Management Software (AIMS).

Designed and written by the American Angus Association®, AIMS is a Microsoft Windows-based program that compiles and stores herd information in one location, facilitates Association cattle registration, and submits Angus performance records.

"AIMS 2.5 has many updates and enhancements, most notably the addition of several fields and a new way to update EPDs," says Scott Johnson, AIMS director. "We call the new concept web service, where a user can request and receive an EPD update without the traditional email method."

The web service feature allows breeders to request and download EPD updates through the software, rather than submitting email requests to the Association. Streamlining this process gives users more flexibility when updating EPDs.

In addition to the web service feature, several new fields are now available for producers to monitor, including residual average daily gain (RADG), docility and value indexes; Igenity Profile and Pfizer Rank fields; and defect status updates of arthrogryposis multiplex (AM), neuropathic hydrocephalus (NH), contractural arachnodactyly (CA), gene mutation for dwarfism (D2), among others.

The ability to easily access this type of information gives Angus producers the scientific data they need to make smart decisions for the future of their herd. All other information previously supported by AIMS is present in the 2.5 software, including a simulated breeding feature to assist in sire selection, submit registrations, electronic transfers and record breeding and performance data.

AIMS can also store health records, income and expense data, customer names, sales records, and also produce customized reports including camera-ready sale sheets.

In the future, the AIMS software will expand the data-exchange and semen-inventory features.