



CAB Corner on Quality
(graphic file logo for heading available on request)

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Worldwide demand still grows

By Mark Spengler, CAB International Director

People overseas recognize the Certified Angus Beef â brand and associate it with the same great taste and flavor you do. Thousands and thousands of miles from your farms and ranches, CAB delivers quality and consistency to dinner tables in places like Hong Kong, Saipan, Bermuda and the Philippines.

The National Beef Quality Audit revealed “Certified Angus Beef” is the third most recognizable term for quality beef around the world, just behind the gold standard of USDA Prime and then USDA Choice.

The International Division of Certified Angus Beef LLC (CAB) works to build on that. Despite closed borders and increased restrictions on U.S. beef, international sales increased 10% last year.

So where is all that beef going?

Canada and Mexico win hands-down in the listing for most pounds sold. For fiscal year 2005-06, Canada accounted for just over 37%, or nearly 14 million pounds of total international sales. Mexico comes in second at 12.5 million pounds.

And they’re not just taking what doesn’t sell in the U.S. About 43% of the total international CAB volume is in middle meats, like tenderloins and strip loins. As a percentage, that’s more than either domestic foodservice or retail.

While you’re tending to the daily ins and outs of your business—whether it is taking care of cattle or customers— we’re taking care of the CAB sales worldwide. Join me on a quick trip:

Imagine you’re in Dubai, United Arab Emirates, a city of more than a million people and growing quickly. It might take an hour to drive a few miles. While you’re stuck in traffic, you see a Faisal Al Nusif truck with a big, juicy CAB steak billboard on it.

Or maybe you’re at a food show in Taipei, Taiwan, and you see a crowd of people around a particular booth. You hear the sizzle and smell the aroma of beef. Then you see what the commotion’s all about: they’re giving away samples of CAB rib eyes and brisket from the local distributor Shuh Sen.

Vacationers in Mexico see familiar chain businesses, such as HEB retail markets, Bubba Gump restaurants and Outback Steakhouse. What’s even more reassuring to the traveler is that in Mexico, these businesses are all licensed to sell and promote the brand with the highest name recognition in the U.S., the CAB brand.

The best part about those tales from around the world is that they are all true stories. Across the globe people want to know more about CAB, and they want more of it.

This past year, our top five markets all grew as compared to the year before. Their increases are as follows: Canada up 12%; Mexico, 14%; Puerto Rico, 8%; Hong Kong, 15%, and Taiwan, 10%.

As we tap into new markets—like Vietnam—and reenter markets such as Jordan, Thailand, Peru and Singapore, we will continue to grow the brand in countries with strong committed demand.

We expect continued major growth in Canada, as we licensed broadline distributors from coast to coast. They've jumped on board with much enthusiasm, adding 300 more CAB sales representatives overall.

Neptune Food Service, Vancouver, B.C., furlled a CAB banner to welcome employees back on the Monday after licensing, and displayed CAB sale posters throughout its building. Such strong kickoff promotions have been carrying the day from chain retail accounts to individual and franchise restaurants.

This fall was the first time that the CAB brand was the focus of attention at food shows nationwide, from Montreal to Calgary and Vancouver.

No matter what challenges and opportunities arise on the international scene, you can bet we'll be there promoting the world's best beef. That is, your beef.

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