



Quality TimeTM

Quality news and features for farm broadcasters from Certified Angus Beef LLC
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Interactive Feature (QTIF)

CAB[®] plays the Trump card

A countless number of Americans enjoy beef, and real estate tycoon Donald Trump is one of them. Last week he launched his line of Trump Steaks, and these *Certified Angus Beef*[®] brand Prime steaks are sold through The Sharper Image. Trump says the C-A-B Prime exacting specifications create the perfect eating experience.

Actuality, Trump (:05): “And believe me, I understand steaks. It’s my favorite food and these are the best.”

(LINK: http://www.cabpartners.com/news/radio/trump_qt2_7_1.mp3)

Q: ...are the best

Trump also serves this product at all of his properties. To get an idea of what that means for the world’s top branded beef program, we visited with CAB President John Stika.

Q: Thanks for being with us, John. What do you hope this affiliation with Donald Trump will do for your brand?

Actuality, Stika (:19): “Well Certified Angus Beef, since its very beginning has been based on pull-through demand that starts at the consumer level. When you associate with what the Trump brand stands for, or world-class quality in everything he puts his name on, obviously that elevates the bar in the eyes of the consumer with respect to beef.”

(LINK: http://www.cabpartners.com/news/radio/trump_qt2_7_2.mp3)

Q:...respect to beef.

Q: So celebrity endorsement of this product should give it more visibility. What will come of that increased awareness of the brand?

Actuality, Stika (:16): “Since Certified Angus Beef is owned by the American Angus Association and its 35,000 members, the role of Certified Angus Beef since day one has been to increase the demand for registered Angus cattle. This gives us an opportunity to bring the value and the benefits of producing high quality to the forefront and that’s going to drive demand for registered Angus cattle throughout the supply chain.”

(LINK: http://www.cabpartners.com/news/radio/trump_qt2_7_3.mp3)

Q: ...the supply chain.

Q: You keep mentioning high quality. It seems that we've heard a lot about the decrease in quality grade among most of our cattle in the United States. Is this a logical goal for producers, or a niche market?

Actuality, Stika (:26): "That's a great question, because obviously with less than 1% of all beef hitting the Certified Angus Beef Prime standard, it is definitely a target to shoot for and not something that's always easily achievable. With the tools that are there to make genetic progress, and then managing those cattle with information that we have today, you can clearly produce cattle that hit a Certified Angus Beef Prime endpoint."

(LINK: <http://www.cabpartners.com/news/radio/trump qt2 7 4.mp3>)

Q...Certified Angus Beef endpoint.

Q: So it is possible, but is CAB Prime worth shooting for?

Actuality, Stika (:18): Not only are we in an environment today that allows us the technology and the resources to do that, but we're also in a demand driven economy today that you can get paid to do it when you look at the premiums that are available. And again, that premium's driven by growing demand for Certified Angus Beef product.

(LINK: <http://www.cabpartners.com/news/radio/trump qt2 7 5.mp3>)

Q:...Certified Angus Beef product.

We've been talking with John Stika, president of Certified Angus Beef. In recent weeks, that company's profile has been elevated as Donald Trump launched Trump Steaks, which are C-A-B brand Prime.

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