



# Premium Gold Angus Beef

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## The Evolution of Premium Gold Angus Beef

*Founder believed raising purebred Angus should be more profitable*

Ten years ago, Dwight Hartley founded Premium Gold Angus (PGA) Beef out of a conviction that Angus breeders should receive a premium for their cattle's superior meat traits.

"What I appreciated about the Angus breed was certainly more basic than the show ring championships they brought us," said Hartley, who has more than 20 years history with the breed. "I like biting into a thick, juicy, tender steak and I knew, even then, this was the real benefit of the Angus breed."

"I'd seen dozens of purebred operations fail, most due to lack of profitability," he said. "Sure, you might sell one potential champion for a big figure, but what did you do with the majority, who might not win a show but had the genetic potential to produce Angus feeders at the commercial level? I knew I had to find the combination that would make producing Angus cattle for the sake of quality beef a profitable scenario."

Premium Gold Angus Beef is Hartley's crusade to prove what he knew to be true: Angus did have superior beef and ultimately



Founder Dwight Hartley has expanded PGA into 10 countries, with annual sales approaching \$130 million.

the producer would profit from consumers' willingness to pay extra for true Angus beef.

"When I started PGA, I knew one thing for certain: To be successful, we had to deliver a better Angus product. We achieve that by concentrating on the genetics of the cattle that we purchase and feed for PGA," he explained.

PGA strives for more specific selection criteria than well-known companies that select cattle based on hide color (50% black) and external appearance. "We look for cattle of known Angus heritage," he said.

Hartley predicts PGA will become the first program in the world to offer source verification premiums and free carcass data to cattle breeders, in addition to regular grid premiums for grade and yield.

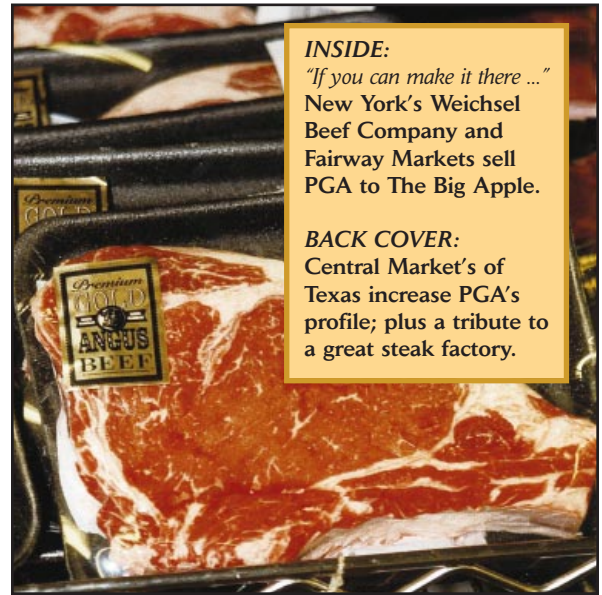
"We have proven the number of cattle grading upper two-thirds choice or higher can

as much as double when confined to traceable Angus genetics," Hartley said. "Furthermore, the consistency of muscle texture and uniformity of muscle size is improved tremendously."

A decade ago, Hartley envisioned a small company that would market beef from known Angus genetics to a select clientele.

From the beginning, PGA customers discovered a consistency of quality that exceeded what they had come to expect, and the company has grown rapidly because of reliable consistency.

Even Hartley is amazed at PGA's growth. "What started out to be an intrastate venture at best is now recognized as the best beef you



**INSIDE:**  
"If you can make it there ..." New York's Weichsel Beef Company and Fairway Markets sell PGA to The Big Apple.  
  
**BACK COVER:**  
Central Market's of Texas increase PGA's profile; plus a tribute to a great steak factory.

PGA looks for cattle of known Angus heritage, rather than relying on external appearance. That's one reason PGA Beef is more consistent than competitors.

can buy in every state in the union, as well 10 countries, seven of which possess international trademarks," he said.

"PGA is knocking on the door of \$130,000,000 in annual sales," Hartley said. "And the best news is that we have yet to see the top."

Meanwhile, he commutes from his ranch in Stephenville, Texas, to meet customers around the world. Conversations on his cell phone are often accompanied by that familiar

'moo' sound in the background.

"I'm looking forward to the day when I can stop selling meat and concentrate on raising cattle. I'm ready to take advantage of the demand PGA has created for Angus genetics," he said. "We will be hosting our own sale of registered Angus on October 12, 2003. We're looking forward to telling the PGA story to other ranchers."

*"When I started PGA, I knew one thing for certain: To be successful, we had to deliver a better Angus product."*

# New York's Finest

*Weichsel Beef Company,  
since 1957*

Weichsel Beef Company opened in New York City in 1957 and prospered amid many similar businesses that gave Manhattan's Meat Packing District its name.

Today, Weichsel is one of the city's very few surviving "meat houses" — where fresh, whole beef and lamb carcasses arrive and are cut on-site, then distributed to retailers and restaurants. Weichsel also dry-ages boxed beef on-site, to give it additional flavor.

Weichsel's new neighbors are trendy restaurants, coffee houses and clubs, and developers are converting old buildings into condominiums.

"The business is changing" acknowledged the company's owner, Sam Farella. "We change, but still deliver the same quality we always have. We stand behind our product and we give the customer what they want."

Farella was an experienced butcher before he became a salesman for Weichsel 30



Weichsel delivery trucks are like mobile billboards with the PGA label on each side.

years ago. Farella purchased the business directly from the Weichsel family, and also manages it as a family business. "My son, Frank, and nephew Johnny, who now work with me, we're all meat cutters."

That's sort of an understatement; Farella's expectations are way above industry standard. He's perplexed by the scarcity of skilled workers who appreciate the art and science of cutting meat.



Sam Farella, left, insisted his son, Frank, right, and nephew Johnny train as butchers before joining the Weichsel sales staff.



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## SAM FARELLA

OWNER,  
WEICHEL BEEF COMPANY

A typical day at Weichsel begins in the wee hours of the morning, sometime around 3:00 a.m. Trucks line the docks waiting to offload the fresh beef and lamb directly to the cooler. As the day progresses, chefs and buyers from New York's finest establishments, meat markets and specialty shops call in the day's orders or stop in to hand-select specific carcasses or cuts. A large percentage of their customers seek only Choice and Prime beef. Deliveries are scheduled and the pace set in the early morning continues.

With the increased consumer awareness of Angus beef, Farella recognized the importance of gaining an Angus beef line that would meet his expectations for superior quality and deliver it consistently.

“We had requests for Angus beef but we couldn't get the consistent product we wanted,” he said. “When Peter Lugers' Steakhouse wants a prime steak, we need to give them a prime steak. But that's not all. That steak needs to be a consistent size, texture and give their customers the same superior eating experience they demand, each and every time.”

“This is a tough business. We needed an Angus product we could sell with confidence,” Farella said. “When Dwight Hartley came calling nearly 10 years ago with his PGA product, he had to prove to me and my customers this was the best, this was the Angus beef they were promised. He stood behind the meat and today our customers who demand Prime and Choice Angus beef get PGA, exclusively.”

*“The Ultimate Experience in Beef Taste”*



New Yorkers and tourists alike find a unique shopping experience awaiting them inside and outside this popular spot.

## Fairway Markets

### *Included on Manhattan Must-See List*

A recent Delta inflight magazine suggested that no trip to the Big Apple was complete without a visit to one of Manhattan's Fairway Markets, the Statue of Liberty, Rockefeller Center and the Empire State Building.

That's impressive company for a pair of grocery stores.

Fairway is a collection of specialty markets within a market. Natives are drawn by a plethora of fresh fruits and vegetables from around the world, meats and seafood, gourmet condiments, cheeses, deli and bak-

ery items - and more varieties of items like grape leaf oil and sushi fixin's than you ever imagined.

The Midtown location on Broadway lures crowds of shoppers with fresh produce displayed in Farmers' Market fashion, under a blue and white awning proclaiming the slogan, “Like No Other Market”.

The second, larger market is on 12th Avenue overlooking the Hudson River, on Harlem's western edge.

At either location, it's not unusual to find a housewife from Queens perusing the aisles next to a tourist from Europe.

Fairway's commitment to offering only the highest quality foods led them to offer Premium Gold Angus Beef at their meat counters.

The Fairway customer is treated to an experience much like they may have enjoyed at a neighborhood butcher shop, requesting a particular cut from a whole, dry-aged loin or picking up a pre-cut and packaged T-bone out of the meat case. Either way, PGA has become the Angus beef of choice for the discerning Fairway shopper.



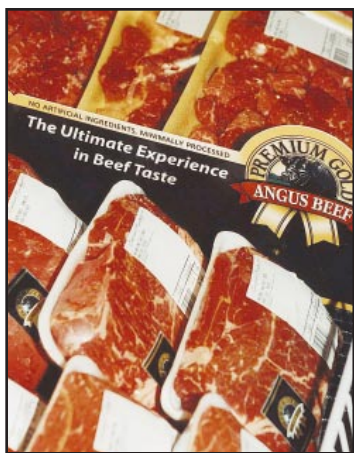
Fairway customers may opt to have PGA Beef cut from a whole loin in the meat case, or select a pre-packaged PGA T-bone from the meat counter.

# Central Markets of Texas

## Catering to customers on a grand scale

They say everything's bigger in Texas, and Central Markets of Texas is a good example of that philosophy. At first glance, the fine food and its presentation separates them from other mega-marts. But the real difference is unparalleled customer service. The markets provide cooking teachers, which is a real benefit in a store that carries items meat-and-potato fans have never seen before. Each market also provides café dining - you know you aren't supposed to shop when you're hungry!

The first Central Market opened in Austin nine years ago. Now there are six more locations with similar upscale ambience:



Counter dividers direct Central Market shoppers to Premium Gold Angus Beef.

a second market in Austin, plus stores in Fort Worth, Dallas, Plano, Houston and San Antonio.

In a state where beef is king and a store where quality is paramount, Premium Gold Angus is the signature top-of-the-line branded beef.

PGA Beef debuted in the flagship

Central Market, in Austin, nine years ago. The affiliation recently became more visible with the addition of large Premium Gold Angus signs posted above counters where professional butchers give customers individualized service.

"We are constantly searching the globe for unique food products which meet our exacting standards," said Lee Crenshaw, Director of



Justin Hartley of PGA and Joe Garza, meat manager for Central Market in Dallas, with the new PGA sign posted in January.

Perishable Products for Central Markets. "These products are tested often against other similar competing products to insure those found at Central Markets are the very best available. Premium Gold Angus beef has been our choice for nine years. I don't have to say more."

Visit us on the web at  
[www.pgabeef.com](http://www.pgabeef.com)

## A Great Steak Factory

### The 867 Cow is one of the Angus Breed's Best

Early in PGA history, founder Dwight Hartley purchased an Angus cow named GAR Scotch Cap 867 because her pedigree emphasized beef production traits. Of course, so did the pedigrees of hundreds of her half-siblings. No one could have foretold the tremendous impact she would have on the Angus breed. Her contribution to Hartley Angus has been an immeasurable return on investment.

The 867 cow, as she's commonly known, is the daughter of a premier carcass sire named Scotch Cap. She was born at a well-respected ranch in Kansas, Gardiner Angus - therefore the GAR prefix in her name — and purchased by Hartley in 1995.

Prior to selling 867 to Hartley, the Gardiners bred her and transferred her embryos to recipient cows. As a result, she produced GAR EXT 2104 and GAR EXT 2114. Their first natural calves were GAR Precision 2536 and GAR Precision 706, full sisters in blood. 706 ratioed 126 to rank as the high

indexing natural calf in the history of Gardiner Angus.

Five sons of 2114 are now working in major artificial insemination (A.I.) studs, including one of the highest-ranked IMF (Intramuscular Fat or marbling) bulls found in the breed today, GAR Pinnacle; GAR Paramount (which sold at auction for \$18,500) and GAR Everest 9409 (\$11,000).

In consumer terms, the high IMF scores of 867's descendants translate into the production of incredibly tender beef.

The 2114 cow sold for a record-setting price, \$110,000, at Sherod Farm's sale in 2001. The 706 cow sold through Gardiner's auction for \$55,000, while her full sister in blood, GAR Precision 2536, brought \$45,000.

Needless to say, the demand for 867's



This 867 daughter sold for a record-selling price of \$110,000 in 2001. Three of her full sisters are in Hartley Ranch's donor cow herd.

daughters and their progeny skyrocketed as a result. Fortunately, many of them reside at Hartley Angus Ranch in Stephenville, Texas.

Blackcap 902, a full sister to the \$110,000 GAR EXT 2114, and Miss Laura B D88, a full sister in blood to GAR Precision 706, are in the elite donor herd. Their progeny will be featured in the upcoming Premium Gold Angus sale in October 2003.