



Brand News

► News and highlights from Certified Angus Beef LLC,* compiled by Laura Nelson

Become a Brand Ambassador

The term “Angus” is everywhere in the foodservice business — but the *Certified Angus Beef*® (CAB®) brand is the only one that belongs to the 30,000 rancher-members of the American Angus Association. That’s a fact that thousands of licensees take pride in; now those cattlemen have the resources to gain confidence in explaining the brand that pays.

The new CAB Brand Ambassador Training program was created to help Angus cattlemen take greater ownership of the brand they already own through their association. The short, online course takes less than 15 minutes to complete and provides a user-friendly overview of CAB specifications,

business model, sales objectives and success stories.

Basic information helps producers discuss their brand with fellow ranchers and consumers alike. After viewing the module, participants take a two-question quiz about the training and then submit their answers, and the first 100 ranchers to do so win a CAB jacket. For more information or to get started, visit www.CABPartners.com and click on the link for training.

Ritz-Carlton glitz and Angus roots

The Ritz-Carlton foodservice team joined CAB staff on a pasture-to-plate tour of the cattle industry this fall. Executive chefs from

the luxury hotel chain’s properties across the United States, Canada and Grand Cayman toured several Kansas locations, including the National Beef Packing Co. in Dodge City, and Ashland Feeders and Gardiner Angus Ranch near Ashland, Kan.

The two-day event featured beef industry education, tying the CAB brand’s grassroots connection to cattlemen to the high-quality product served in white-tablecloth restaurants like Ritz-Carlton properties. The group of 10 chefs represented four- and five-diamond restaurants and included two Certified Master Chefs, a prestigious culinary title held by only 62 in the United States.

“This event created an outstanding opportunity to develop relationships with these culinary leaders,” says Christy Johnson, CAB special projects manager. “They learned about carcass grading and brand specifications at the packing plant, and then saw how the Gardiners use ultrasound to help make quality breeding decisions. It was an opportunity for the brand and its partners to show the Ritz-Carlton group the value of CAB’s connections in the beef business.”

Taste of the Caribbean

The star at the 2010 “Taste of the Caribbean” Culinary Competition in Rio Grande, Puerto Rico this September was the CAB brand. It was the event’s exclusive beef sponsor for the sixth year, and CAB product was featured throughout the three-day trade show for culinary professionals. Those were exclusively chefs of the Caribbean Hotel Association, several representing licensed restaurants.



► Front row left is Gary Fike, beef cattle specialist with CAB; Amanda Wydner, CAB executive account manager; fifth from left is Mick Sharp, manager of CAB partner Ashland Feeders. Back row, second from left is CAB Chef Scott Popovic; second from right is D.W. Cinnamon, National Beef cattle buyer. All others in photo are with the Ritz-Carlton group.

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To order CAB merchandise, visit www.angussalebarn.com. For a source for recipe ideas, storage and handling tips, restaurant listings, retail store locations and cooking information, visit www.certifiedangusbeef.com.

*Certified Angus Beef LLC is a wholly owned subsidiary of the American Angus Association.



►Chefs from the Caribbean Hotel Association flank CAB executive account manager Maggie O'Quinn at the "Taste of the Caribbean" culinary competition.

"Taste of the Caribbean provided so many opportunities for the CAB brand and our product to be in front of culinary leaders," says international marketing manager Emily Agle. "This is a region where we have some great growth opportunities, and those sales all start with building relationships and enthusiasm at these kinds of events."

The weekend also included a media luncheon featuring a six-course CAB meal and plenty of brand education. Nearly 80 Caribbean chefs learned from CAB staff and partners about menu trends and how to maximize restaurant profitability.

"It's not just about getting brand information to these culinary professionals," says Agle. "It's about being seen as an industry leader and getting valuable information in the hands of the people who work with consumers on a daily basis."

Agle also presented a "Beef Industry Myths" seminar to chefs and hoteliers during the event.

Young herd, early weaned

Early weaning spring-born calves works for father-son producers James and Tony Washburn, King City, Mo. A 2001 case of foot rot led them to try the practice, and they've stayed with it for quality and efficiency. The latest example can be seen in the August 30.06 report of those groups from Gregory Feedlots Inc. (see Table 1).

Besides the enhanced condition of cows entering the winter, Washburn Farms enjoys producing calves with better performance and grade. Their partnership with Gregory Feedlots, Tabor, Iowa, helps them realize superior feed conversion harvest ages of 12-13 months.

David Trowbridge, 33-year veteran manager at Gregory, says the Washburns simply use their resources to maximize value from the feed produced on their farm.

"They get better carcass quality because they are putting more energy into those calves earlier," he says.

Already entering the feedlot at 500 pounds (lb.) when others are just beginning to wean, the Washburn calves are eating high-energy,

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in August 2010

In the On-Target "30.06" program, the Feedlot-Licensing Program (FLP) honors feedlot partners that harvest qualifying groups of cattle with at least a 30% Prime or *Certified Angus Beef*[®] (CAB[®]) acceptance rate with an allowance for 3% Yield Grade (YG) 4s and 3% carcasses weighing more than 975 pounds (lb.). Sorting is encouraged to bring out the best in each animal, and the minimum group size is 10 head. Honorable mention groups stood out for CAB acceptance but contained at least one discount problem.



Licensed CAB [®] Feedlot	Sex ^a	Head	%CAB	%Prime	%YG1-2
Gregory Feedlots Inc.	M	15 ^b	46.67%	0.00%	46.67%
Gregory Feedlots Inc.	S	36 ^b	44.44%	0.00%	55.56%
Will Feed Inc.	H	51	42.86%	1.96%	43.14%
Chappell Feedlot	M	65 ^b	36.92%	0.00%	60.00%
Gregory Feedlots Inc.	S	13 ^b	30.77%	53.85%	38.46%

Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2
Beller Feedlot	H	40 ^b	65.00%	22.50%	30.0%
Osborn Farms	S	39 ^b	61.54%	25.64%	28.2%
McPherson County Feeders Inc.	M	10 ^b	50.00%	10.00%	20.0%
Osborn Farms	H	38 ^b	50.00%	44.74%	52.6%
Will Feed Inc.	H	116	48.18%	0.86%	48.3%
McPherson County Feeders Inc.	S	22 ^b	40.91%	18.18%	59.1%
Chappell Feedlot	M	28 ^b	39.29%	3.57%	28.6%
Will Feed Inc.	H	30	38.46%	6.67%	60.0%
Osborn Farms	S	39 ^b	35.90%	61.54%	20.5%
Beller Feedlot	M	43 ^b	34.88%	53.49%	20.9%
Panhandle Feeders Inc.	S	143	34.78%	0.70%	35.0%
Chappell Feedlot	M	12 ^b	33.33%	0.00%	8.3%
Panhandle Feeders Inc.	S	183	31.87%	0.00%	44.3%

^aH=heifers; M=mixed; S=steers.

^bIndicates 100% CAB eligible. All acceptance rates figured on eligible portions.

Lots that exceed 15% YG 4 and YG 5 are not included on the honorable mention list.

Call 785-539-0123 or visit www.cabfeedlots.com for a complete and current list of feedlot licensees.

high-starch feed for a head start on better yield and quality grades on the rail.

"The harder they're pushed, the better they do," James Washburn says.

Take that group of 13 on the last line as ranked by traditional CAB acceptance: Their overall quality is top-line because it adds up to more than 84% when including CAB Prime.

"We don't have as many numbers as some people do, but not too many people can put as many calves together that are so uniform," Washburn says.

He credits this to having a handle on the genetics through artificial insemination (AI). Retaining ownership of AI-sired heifers in a synchronized breeding program has built a strong base for their young cow herd. They continue to build it by selecting genetics that emphasize both quality and cutability.

CAB Colvin Scholarship offers nearly \$10,000 to students

College juniors and seniors with a passion

for the beef industry are encouraged to apply for the nearly \$10,000 in scholarships available through the Louis M. "Mick" Colvin Scholarship Fund.

Named for CAB's first executive director and beef industry leader, the Colvin scholarship will award at least five students in incremental dollar amounts. Students who demonstrate their commitment to the beef industry through the pursuit of a degree in meat, food or animal science, marketing, business, communications or other related degree are eligible for the scholarships.

In addition to the cash scholarship awards, the top two recipients will win a trip to attend the 2011 CAB Annual Conference in Sun River, Ore., all expenses paid. There, students will have the opportunity to interact with leaders of the beef production, packing, foodservice and retail industries.

Applications will be evaluated based on activities and scholastic achievement, communication skills and reference letters.

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The application deadline is Dec. 3.

For more information and an application, students should visit www.certifiedangusbeef.com/press/colvin/index.php or contact Trudi Hoyle at 1-800-225-2333, ext. 211.

Wine country = beef country

More than 2,000 wine lovers showed how perfectly their favorite drink pairs with the best beef at the Sonoma Wine Country Weekend over the Labor Day holiday. CAB Corporate Chef Michael Ollier put on two grilling demonstrations and sampled product to the crowds at the “Taste of Sonoma” event, held at the MacMurray Ranch vineyard in Sonoma County, Calif.



►Wine lovers found how perfectly their favorite drink pairs with the best beef at the Sonoma Wine Country Weekend over the Labor Day holiday.

The tasting event was only one part of the weekend that would showcase the brand’s continuing partnership with Gallo Wines. The newly licensed, five-star Stark’s Steakhouse hosted a national media dinner with representatives from the *New York Post*, *Men’s Fitness*, and *TravelandLeisure.com*, among others.

“Any time we can get our product and brand information in front of writers from such national publications, it is a win for us and our partners,” explains brand initiatives manager Sarah Morehouse. “When we can impress these writers with the quality of a great *Certified Angus Beef* brand steak, they are likely to impress their reader with glowing reviews. Those endorsements will continue to drive our sales.”

Read more about the Wine Country weekend with Chef Ollier on page 128 in his “What’s Cooking at CAB” column.

Writing internship offered

The CAB Industry Information Division is seeking applicants for its internship program. College juniors or seniors with writing and editing experience who are interested in the 2011 summer or 2011-2012 school term positions are encouraged to visit www.certifiedangusbeef.com to learn more. Application deadline is Dec. 1.

