



# Brand News

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

## CAB in blogosphere

New territory is on the horizon for the Certified Angus Beef® (CAB®) brand. The brand entered the blogging world in mid-August with the offerings at “Rare.” The blog represents another way to connect and involve information-hungry consumers.

“We love beef, grilling and anything to do with food. This blog — a diary of sorts — allows us to tell our stories to folks who share the same passions: partners, foodies and beef lovers,” says Jennifer Kiko, communications and social media manager at Certified Angus Beef LLC (CAB).

“Rare” is written by members of the brand’s public relations team, who benefit

from a greater understanding of consumers.

“We hope to engage and entertain our readers, and learn more about them in the process,” Kiko says. Check out the blog at [www.GoRare.com](http://www.GoRare.com).

## Top Chef Wooster

Chef Dave Martin, associated with Bravo TV’s *Top Chef* program for several years, recently made the trek to CAB’s hometown of Wooster, Ohio, for the “Top Chef Wooster” benefit.

The event at CAB-licensed Wooster Inn featured dishes from four hometown chefs and a menu of CAB products, including Chef Martin’s smoky rubbed hanger steak



► Chef Dave Martin at the Wooster Inn.

and Chef Tim Hull’s tenderloin stuffed with prosciutto, paired with wines from brand partner Chateau Ste. Michelle.

Martin, who is also a CAB Brand Ambassador, helped the event raise \$4,000 for the Ohio Light Opera in Wooster. “The goal of the event was to partner with a local licensee in support of a community organization,” says marketing director Mary McMillen.

## Record June: 70 million lb.

Although beef prices have been relatively high this spring and summer, many consumers and chefs are trading up to high-quality cuts. The CAB brand sold 70 million pounds (lb.) in June, the highest-volume month in the company’s 33-year history, 4.3% above the previous June and some 10 million lb. better than June 2009. The milestone, with three months to go, moves the company one step closer to a sixth consecutive fiscal year of sales gains.



## Navajo connection

The Navajo Nation Department of Agriculture recently asked CAB beef cattle specialist Gary Fike to make a presentation about the brand and the AngusSource® program to a group of Navajo ranchers. The nation’s interest in Angus cattle comes partly from its purchase of 70 registered bulls from the Stevenson Basin Angus Ranch of Montana, which it leases to members.

## CAB STAFF CONTACTS

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### Blogs:

Consumer-oriented:  
[www.GoRare.com](http://www.GoRare.com)  
Supply Development:  
<http://blackinkwithCAB.com>



### Twitter:

@BlackInkBasics  
@CertAngusBeef



### Find us on Facebook:

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To order CAB merchandise, visit [www.angussalebarn.com](http://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](http://www.certifiedangusbeef.com).

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

“The real reason for this record goes beyond sales to the dedication of our licensed partners,” says John Stika, company president. “They have committed to putting product in front of consumers even with high-priced beef, which further drives home the importance of quality in the price/value relationship. With strong cattle prices at the same time, pull-through demand is creating success at all levels.”

The share of Angus-influenced cattle qualifying for the brand in June was 24.8%, nearly 4 percentage points higher than summer 2009. Sales gains came from foodservice, which has experienced significant recovery the past 12 to 18 months despite higher cattle and beef prices. Retail continues to carry the bulk of brand sales, with seasonally strong summer demand in full swing. The international division is setting a hot pace in rate of growth with a 17% increase over 2010 for the fiscal year to date.



► Kent Black on QVC.

### Black's Barbecue on QVC

Kent Black, owner of Black's Barbecue of Lockhart, Texas, was recently featured on the Home Shopping Network QVC with his CAB Texas Style Barbecue brisket. Black mentioned the brand proudly throughout his on-air appearance, sharing that the brisket and CAB were the “highest-quality beef you can buy.”



► Clyde in front of the store.

### Certified Clyde makes his mark

Foodservice licensee Palmer Foods and brand mascot Certified Clyde made an appearance at the Tour de Cure bike

### Middendorf: 25-year partners

Performance Foodservice-Middendorf, St. Louis, Mo., reached its 25-year anniversary as a CAB-licensed partner this summer. Company leadership hosted a party celebrating the milestone with members of their management and staff. Special guests included founder Orville Middendorf and his brother, Don. Retired CAB specialist Charlie Brown, who received the CAB Meritorious Service Award in 2002, and Rich LaRose were also in attendance.

Middendorf was one of the first foodservice distributors to embrace the brand in 1980, and continued its partnership even after an ownership change. Performance Foodservice has also added three new CAB distributors.

In recognition of this continued dedication to quality, Mark Polzer, CAB vice president of business development, presented a framed print to the senior staff and the Middendorfs. The 25th anniversary was publicized on billboards and banners throughout the St. Louis area while staff members received commemorative polo shirts and lapel pins.



► Pictured are (from left) Steve Weissler, senior vice president; retired CAB specialist Orville Middendorf; David Marsh, president; Don Middendorf; and Jim Sanderson, vice president of sales.

race in Rochester, N.Y. Nearly 2,000 racers participated and raised more than \$500,000 for the American Diabetes Association. Palmer promoted brand awareness with steak giveaways and Certified Clyde coloring sheets for the kids.

### Intern pitches, coaches, writes

Anthony Pannone has been selected as a CAB industry information intern. The Cal Poly University graduate begins studies this fall in the Texas A&M University (TAMU) master's program in agricultural leadership,

education and communications.

Growing up, Pannone split time in California, Alaska and Colorado.

“I'm from Everywhere, U.S.A.,” he says. After junior college, he played professional baseball and pitched more than 500 innings before returning to college and finding links to a new profession: writing.

The wide range of experience and continuing dedication to writing and learning make Pannone “a fresh fit for our internship,” says Steve Suther, CAB divisional director.

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### Second MBA class

The second class of the Master of Brand Advantages (MBA) program finished its production training in Kansas this summer.

“The Master of Brand Advantages training program is focused on developing meat expertise and sales leadership,” says CAB marketing director Deanna Walenciak. The 22 MBA participants are sales representatives from licensed foodservice distributors from around the world.

The class traveled to the Stucky Ranch, where owner and CAB board member Gordon Stucky spoke about the role genetics play in high-quality beef. The group also traveled to the Giles Ranch, CB Farms, Clawson Ranch, Pratt Feeders and the National Beef Packing Co. plant.

Having the one-on-one contact with their product from the beginning to the end gives these professionals credibility with their customers and a greater understanding for how the product they sell gets to them. The nominations for the third class of MBA will be open in January.

“We are excited to have him on our team for a year in this focused but part-time journalism position.”

Pannone credits his work experience at a Wellton, Ariz., feedlot for providing a basic understanding of the commercial beef industry. He was vice president of Cal Poly’s Agricultural Communicators of Tomorrow chapter last year.

For two seasons he coached the university’s baseball club, too, and tied his interests together as a writing coach for the Cal Poly Writing and Rhetoric Center. This summer, he is pitching coach for the San Luis Obispo Blues, a collegiate summer league baseball team.

The first CAB writing intern from Cal Poly, Pannone will work on remote assignment through next summer based in College Station, Texas, with his wife, Katie.

**Hardy cattle, quality beef**

A tough winter was no match for a resilient group of heifers at Darnall Feedlot near Harrisburg, Neb.

The cattle earned Honorable Mention in the June 30.06 report (see table) for their superb carcass performance. Among those eligible for CAB evaluation, 46% made it, and another 9% graded USDA Prime.

Those heifers were brought in from Utah at 640 lb. and left after 196 days on feed at 1,237 lb. Manager Gary Darnall says despite a winter fighting morbidity and mortality issues in many pens, he had no problems with this set of calves.

“We didn’t have any death loss, and they were kind of average on medicine cost,” he says. “There were 78 head that came in and the original 78 head went out together.”

**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in June 2011**

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.



30.06 Lots	Sex <sup>a</sup>	Head	%CAB	%Prime	YG1&YG2
McPherson County Feeders Inc.	S	35 <sup>a</sup>	68.57	2.86	45.71
Chappell Feedlot	H	26 <sup>a</sup>	61.54	11.54	26.92
Chappell Feedlot	S	48 <sup>a</sup>	60.42	29.17	68.75
Chappell Feedlot	S	27 <sup>a</sup>	48.15	7.41	62.96
Pratt Feeders LLC	S	35 <sup>a</sup>	42.86	8.57	60.00
White Land & Cattle Co.	H	45 <sup>a</sup>	33.33	0.00	60.00
Guggenmos River Ranch LTD	S	139 <sup>a</sup>	32.37	0.72	55.40

Honorable mentions	Sex <sup>a</sup>	Head	%CAB	%Prime	%YG1&YG2
Pratt Feeders LLC	S	57 <sup>a</sup>	63.16	1.75	19.30
Pratt Feeders LLC	S	45 <sup>a</sup>	60.00	2.22	46.67
Chappell Feedlot	M	41 <sup>a</sup>	53.66	2.44	41.46
Darnall Feedlot	H	78	46.05	8.97	29.49
Beller Feedlot	S	42 <sup>a</sup>	45.24	0.00	28.57
Chappell Feedlot	S	43 <sup>a</sup>	44.19	13.95	32.56
Beller Feedlot	S	44 <sup>a</sup>	43.18	0.00	18.18
Beller Feedlot	S	24 <sup>a</sup>	41.67	4.17	25.00
White Land & Cattle Co.	S	41 <sup>a</sup>	34.15	0.00	29.27

<sup>a</sup>H=heifers; M=mixed; S=steers.

<sup>b</sup>Indicates 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](http://www.cabfeedlots.com) for a complete and current list of feedlot licensees.

Performance at the bunk was typical with an average daily gain of 3.02 lb., but their statistics on the rail more than made up.

“For cattle from out there, I’m definitely satisfied with the carcass quality,” he says. At 29% Yield Grade (YG) 1 or 2, the “biggest surprise” is that they were pretty lean, too.

Just looking at the pen, assembled from seven ranches, Darnall didn’t expect all the good news. “I guess that tells you how well I can view cattle on carcass quality,” he says with a laugh.



# What's Cooking at CAB

With Chef Michael Ollier



## Smoked Brisket Chili

### Ingredients:

4 lb. CAB® brisket, trimmed and cut into ½-in. pieces  
2 Tbs. butter  
2 cups diced onions  
8 cloves garlic, minced (¼ cup)  
⅓ cup chili powder  
1 Tbs. ground cumin  
½ cup tomato paste  
½ cup red wine  
2 Tbs. chipotle peppers in adobe sauce, pureed  
3 cups beef stock  
4 oz. chopped dark chocolate (½ cup)  
Salt and pepper to taste

### Instructions:

Lightly smoke brisket until it has a pleasant smokiness (optional – this recipe can be made without smoking). For tips on smoking, see: [www.weber.com/grillout/smoking-basics.aspx](http://www.weber.com/grillout/smoking-basics.aspx).

Preheat oven to 300° F.

On the stovetop, simmer onions, garlic and butter in a Dutch oven until soft. Add chili powder and cumin; cook for two minutes.

Increase heat to high, add tomato paste and red wine; bring to a boil.

Add brisket, chipotle paste and stock, stirring until ingredients are combined.

Cover, place pan in oven and cook until tender, approximately 2 hours.

Stir in chocolate, add salt and pepper to taste, and serve.

Serves eight.

Recipe provided by the Certified Angus Beef® brand



## Chefs and champagne, cowboys and chuckwagons

Everyone loves a great “underdog” story. When the most unlikely suspect rises to heights and gets to shine, we can’t help but cheer them on and fall in love. The *Certified Angus Beef®* (CAB®) brand was once that underdog. Heck, it even got canceled a time or two when it was first started. But it held its own, and now we’re proud to be the world’s largest branded beef company.

I’m not sure if you’d call it an underdog or a Cinderella theme, but I rediscovered it this summer, and the experience reminded me all over again why I love the CAB story. In July, we took the most modest of beef cuts — the brisket — and elevated it to the highest level at the Chefs & Champagne charity event.

The James Beard Foundation, America’s premier culinary organization, hosts the annual affair as a celebration of the country’s finest. Chefs & Champagne is the culinary party of the summer, and the guest list is a



► Chef Michael Ollier (left) and Chef John Doherty

who’s who of that realm. Chef John Doherty and our culinary team were invited to be a part of the celebration and show off the brand to this influential crowd.

You might ask why, then, we would choose to bring brisket to the table at such a happening, rather than an impressive CAB Porterhouse or a fine, robust ribeye.

Quite simply, we have that much confidence in the brand. We knew that even

## ▣ WHAT'S COOKING AT CAB

our brisket would impress the highest-class chefs in the nation. We used it in a smoked brisket chili recipe, and it was a hit.

So many people think that great food has to be associated with great pomp and circumstance. We know that great food should be relatable and comforting. We like to showcase the diversity of our brand. Our product is found in the best, five-star, white-tablecloth steakhouses in the big city, as well as everyone's favorite small-town dive.

Earlier in the summer, we brought chefs from across the nation out of their high-brow

kitchens and onto the ranch. They learned that class, sophistication and technology is just as much the norm for those in cowboy boots as it is in their cities.

They also learned that a steak doesn't have to be a stuffy, fine-dining experience. A group of cowboys cooked an old-fashioned, chuckwagon-style dinner for them that evening at the ranch. Under the open Colorado sky, they prepared the same steaks those chefs take pride grilling in their stainless steel kitchens. I tell you what: Those city-boy chefs (including myself) were impressed!

Whether it's the finest steak being prepared over an open campfire or the humble brisket being dished out to the latest celebrity chef, I take a lot of pride in knowing the CAB brand is a product that will wow any audience. I think that's a story Angus ranchers like you can be proud of.

Go ahead and treat yourselves to a night of high-class pampering with this version of the smoked brisket chili recipe. Enjoy!

Until next time,  
— *Chef Michael*

