



Brand News

► News and highlights from Certified Angus Beef LLC,* compiled by Emily Krueger, Certified Angus Beef LLC

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BBQ on the brain

They say good things come in threes, and the Ohio State University (OSU) barbecue class is no exception.

OSU's Meat Science Program, Weber Grills and the *Certified Angus Beef*[®] (CAB[®]) brand teamed up to support an undergraduate course that is the first of its kind there. With a focus on the "science behind the sizzle," the Barbecue Science class began Aug. 28, 2012, at the main Columbus campus, and reached its capacity of 32 eager students.

"The class is going so well," says OSU professor Henry Zerby, who created the

course with colleague Paul Kuber. "The feedback from students is that this is their favorite class, as they appreciate and enjoy all the interactive learning."

It was developed to engage students in a hands-on discussion of preparation and nutritional values. Lectures and labs cover grilling and smoking, as well as the scientific composition of beef, pork and poultry. Guest instructors include Weber's

training and education manager and grilling expert Kevin Kolman.

Zerby says, "I have always believed that the more senses involved in the learning process, the stronger the impact. What better way to include taste, sound, sight and smell than a barbecue class that incorporates science and food safety?"

"One of our brand's core missions is education," says John Stika, president of Certified Angus Beef LLC (CAB), noting a strong relationship with OSU. "That's evident by so many talented Buckeye grads walking the hallways of our headquarters. As a brand based on science, it is a true delight

Tailgating treats

NASCAR fans revved their engines for great tasting steak with spicy seasoning in Bristol, Tenn. CAB and BKW Seasonings geared up to help celebrate the August Food City 250 Nationwide Series race at Bristol Motor Speedway.

Michael Ollier, CAB corporate chef, and Matt Beeler, owner of BKW Seasonings, were in the spotlight for Food City's Race Nights and the Tailgater of the Race. Outside Beeler's co-branded trailer, the two grilled more than 300 pounds of chicken wings and 1,500 samples of CAB top sirloin for tailgating fans. They were featured in three TV interviews on the local news channel 11, WJHL. Even Wild Bill from "Deadliest Catch" stopped by to have a taste.

Not only did NASCAR fans enjoy samples, but Food City representatives selected the Tailgater of the Race, who won a \$500 gift card to the grocery store and a personal tailgating party complete with steak and wings.

Food City is the racetrack's longest-running sponsor and the second longest, next to the Coca-Cola[®] Co., in all of NASCAR motorsports.



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

to partner with OSU to offer this innovative meat science program.”



Global perspective

Seven guests from Saipan, Japan and Saudi Arabia embarked on a weeklong tour of America’s beef industry. This first-ever International “Brand Influencer” Roundup provided prominent CAB brand partners with a comprehensive understanding of beef production.

From the quiet community of Wooster, Ohio, to the vast spaces west of Wichita, Kan., the group began by taking in the Education & Culinary Center before traveling with CAB staff to visit Stucky Ranch, Pratt Feeders LLC and National Beef Packing Co. LLC in Kansas.

The seminar brought value to all, building more committed brand partners and connecting key industry players. Since the event in late August, some visitors have reengaged with tour hosts, says Geof Bednar, CAB international director.

“Participants will take what they learned back to their businesses and share their enthusiasm for the brand with staff,” he says. “Now our direction is to build on those relationships, look for opportunities to grow their businesses and to expand through their sister companies.”

Thirty-Aught Six highlights

CAB established the 30-06 Program in 2000 to call attention to on-target cattle with at least 30% Prime or CAB acceptance at licensed feedlots. It was adjusted in 2004 to allow a 3% + 3% (that’s the .06) allowance for both Yield Grade (YG) 4s and heavy carcasses over 975 lb., in keeping with average grid targets. Recognition and promotional opportunities continue as the primary benefits.

From the start, there have always been examples of amazingly high-quality cattle achieving not just 30%, but 80% and 90% CAB and Prime. “Honorable Mention” pens missed 30.06 because of discount problems beyond the 6%.

Among the standouts in the August-reported data (see table) are those four sort groups from McPherson County Feeders, Marquette, Kan. Their combined CAB and

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Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in August 2012

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[®]) brand 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 ^a	Head	%CAB	%Prime	%YG1-2	AngusSource
McPherson County Feeders Inc.	M	15 ^b	73.33	13.33	33.33	No
Chappell Feedlot	M	10 ^b	70.00	10.00	20.00	No
McPherson County Feeders Inc.	M	18 ^b	55.56	5.56	72.22	No
McPherson County Feeders Inc.	M	22 ^b	54.55	40.91	45.45	No
McPherson County Feeders Inc.	M	18 ^b	44.44	16.67	83.33	No
S & B Feedyard	M	18	41.67	16.67	38.89	No
Gregory Feedlots Inc.	M	15 ^b	40.00	13.33	53.33	Yes

Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	AngusSource
Pratt Feeders LLC	S	35 ^b	71.43	0.00	22.9	No
Pratt Feeders LLC	S	37 ^b	59.46	10.81	21.6	No
Chappell Feedlot	H	31 ^b	54.84	0.00	16.1	No
Pratt Feeders LLC	S	64 ^b	54.69	7.81	29.7	No
Pratt Feeders LLC	S	50 ^b	54.00	2.00	18.0	No
Ford County Feed Yard Inc.	S	95 ^b	52.63	0.00	35.8	No
Pratt Feeders LLC	H	51 ^b	49.02	1.96	41.2	No
Chappell Feedlot	S	48	46.51	2.08	16.7	No
Beller Corp.	M	128 ^b	44.53	36.72	43.8	No
Pratt Feeders LLC	M	20 ^b	40.00	0.00	45.0	No
Chappell Feedlot	S	71	37.29	2.82	19.7	No
Pratt Feeders LLC	M	19 ^b	36.84	0.00	21.1	No
Chappell Feedlot	S	78 ^b	33.33	1.28	25.6	No
Pratt Feeders LLC	S	58	32.73	0.00	48.3	No

^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.

Field day’s finest

Late summer was the season for state Angus field days.

The CAB team participates in many of these along with the American Angus Association. Mark McCully, CAB assistant vice president of production, said he felt like he hit the jackpot with his weekend trip to the 2012 North Carolina Angus Association Field Day.

It was hosted at the beautiful Biltmore Estate in Asheville, N.C., and organized by Ted Katsigianis, the estate’s vice president of agricultural and environmental sciences. More than 125 regional Angus enthusiasts came together to learn from a full roster of speakers, including McCully, and to observe the great cattle in Biltmore’s program.

The herd, consisting of several hundred registered Angus cattle bred to thrive in their environment and on a Southeast forage base, is quality- and efficiency-driven. “Ted has recently used the GeneMax™ (GMX) test on his steer calves to determine those with the highest marbling and gain potential,” McCully says.



Unlike most farms, they finish those highest-potential steers at their feedlot, and that meat is used by the Biltmore properties foodservice team.

The program kicked off with a joint presentation by McCully and Tonya Amen of Angus Genetics Inc. (AGI). The duo gave an overview on the use of genomics, and then introduced GMX. Past Association President Joe Hampton shared insights from his time on the board, and Regional Manager David Gazda provided association updates, too.

“All in all, a great turnout, wonderful hospitality, really good Angus cattle and a very educational field day,” McCully reports.

Prime achievements range from 61% to more than 95%, and two of those groups had stellar cutability with 72% and 83% YG 1 and 2. Another frequently featured partner, Chappell Feedlot, at the southwest Nebraska town by that name, chipped in a sort with seven of the 10 going CAB and another CAB Prime.

Brian Bentley's S and B Feedyard, Macedonia, Iowa, made the top list with a mixed group of 18 that included three Primes and 42% CAB among the eligible cattle. Gregory Feedlots, Tabor, Iowa, returned to the list with a set of AngusSource® calves that surpassed 53% CAB and Prime. Both Iowa yards are cooperators in the Tri-County Steer Carcass Futurity.

BIG ideas

Breaking down beef sides. Discovering fresh fabrication ideas. Envisioning innovative beef products.

This was the mission of the Beef Checkoff's Beef Innovations Group (BIG) during its August 2012 annual team meeting.

"There's some great innovation that came out of this meeting that might rock this industry, and ultimately add value to the carcass," says Mark Gwin, CAB technical services manager and member of BIG for more than five years.

The brainstorming session is hosted at rotating locations, and this year's saw CAB hosting the 20 attendees at its Education & Culinary Center (E&CC) in Wooster, Ohio.

"The group was thrilled with the

progress made during the meeting, and with our facilities and staff," Gwin says. "As host, it really put CAB in the middle of the innovation. The E&CC shows our commitment to moving our industry forward."

Ultimately, BIG and CAB have the same goal of promoting beef, says Gwin, who left "really jazzed" about the beef industry and opportunities for innovation, growth and partnership.

Value cuts seminar in Mexico

Food and beverage directors, corporate chefs and executive chefs of Mexico's prestigious properties and restaurants gathered in Cabo San Lucas to spend the day learning about value beef cuts.

CAB Corporate Chef Kyle Miller presented new merchandising ideas for the top butt, New York strip, flat iron, chuck and shoulder clod. The goal of the beef workshop, hosted in early September, was to provide current and potential CAB customers with new, cost-effective beef product ideas.

Among the 70 participants were Ruth's Chris Steak House, Meliá Hotels International, Planet Hollywood, Pueblo Bonito and Hilton Cabos.

"The audience greeted these new cuts with high enthusiasm," says Ivette Cortes de Farias, CAB executive account manager for Mexico. "The flat iron was a great success, and we had several customers already asking the local licensed CAB distributor for the cut."

The event was sponsored by the U.S. Meat

Export Federation (USMEF), Nestlé®, Pueblo Bonito Oceanfront Resorts and Spas, CAB and Comercial Norteamericana, the official brand distributor in the Mexican market.

Black Ink in social media

Black ink. Everybody wants it in their bottom line, and more and more cattle producers are turning to CAB's "Black Ink team" to learn how high-quality cattle can help ensure the flow.

While the main, consumer side of the company keeps its own Certified Angus Beef Facebook and Twitter (@CertAngusBeef) accounts, the supply development crew shares production-related information under the Black Ink banner.

As of September, @BlackInkBasics had 2,000 Twitter followers tuning in for market-related stats, facts and updates from the road. The "Black Ink, from the Certified Angus Beef brand" Facebook page is marching toward 1,000 fans who "like" the site and are among those getting a behind-the-scenes look at CAB team travels and projects.

In September, CAB hosted a Black Ink photo-a-day contest on the popular photo-sharing social media site, Instagram. Forty-four entrants snapped photos of everything from the brand logo and marbling to representations of genetics and the weather as they vied for a set of CAB steak knives.



Editor's Note: Emily Krueger is marketing specialist for Certified Angus Beef LLC.

Reasor's joins the race

The race was on and the grill was hot in Tulsa, Okla., at the Susan G. Komen Race for the Cure Sept. 15.

CAB retail partner Reasor's sponsored the breast cancer

awareness event again this year, with more than 140 participants from the company.

The grocer partnered with CAB to sample more than 200

pounds of strip steaks for the 1,420 racers and their supporting family and friends. Along with tasty samples, attendees received a \$1 coupon redeemable for CAB brand products in any Reasor's store.

Even the life-size fiberglass Angus steer was decorated "tastefully pink" and Certified Clyde sported a pink T-shirt under denim bibs.

