



Brand News

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

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recipe ideas, storage and handling tips, restaurant
listings, retail store locations and cooking
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► The World's Championship Bar-B-Que Contest preceded the 82nd annual Houston Livestock Show and Rodeo, drawing crowds of nearly 250,000 to the three-day affair.

Cowboy up and chow down

Ropes tightened and buckles shimmered in anticipation of the 82nd annual Houston Livestock Show and Rodeo. Before the cowboys and stock made their way to the arena, a different competition was under way.

The World's Championship Bar-B-Que Contest preceded the city's rodeo event, drawing crowds of nearly 250,000 to the three-day affair. Locally referred to as "The Cookoff," more than 300 teams vied for one of the coveted awards as they welcomed invited guests into their tents for food, drinks and dancing.

Sysco Houston was on hand to assist Demeris Bar-B-Q with what owner Yonny

Demeris said was the company's largest turnout to date.

Their popular "Those Texans" tent was the go-to spot at the competition, serving up tender and juicy *Certified Angus Beef*® (CAB®) brand brisket, as well as spicy pork ribs, Texas-style sausage and all the best bites on the side. Since 1964, the family-owned business has operated two restaurants in the Houston area along with an extensive catering service.

"The barbecue was something else," says Jennifer Schertz, Certified Angus Beef LLC (CAB) communications and media manager. "Guests were shoulder-to-shoulder, smiling and laughing the entire night. Seeing firsthand the impact our partner has on the community was a wonderful experience."

Once the grills cooled and the smoke cleared, CAB staff provided Angus steer and heifer exhibitors with steak strips, gloves and scholarship information, while buyers at the steer auction enjoyed a flavorful CAB ribeye breakfast.

As the last gate opened and final times were recorded, plans were already in the works for next year's event.

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

A lesson from the master

Charcuterie.

Unlikely to be tossed around many beef-centered conversations, the unique word refers to the culinary technique devoted to preserved meat products. Salami and sausage are its most notable contributions, but delicacies such as duck confit and venison terrine have been known to spring from the practice.



► CAB's meat scientist Phil Bass (center) and chef Ashley Pado (right) set out to gain more insight on processed meats, spending a day with self-taught Craig Deihl at his Charleston, S.C., restaurant, Cypress.

When you step out of the bovine and into the culinary realm, the term becomes common. As surely as it is mentioned, it's accompanied by the name Craig Deihl, a chef craftsman who's helping to lead a charcuterie resurgence.

CAB's meat scientist Phil Bass and chef Ashley Pado set out to gain more insight on processed meats, spending a day with self-taught Deihl at his Charleston, S.C., restaurant, Cypress.

"He uses old-world techniques that just aren't taught in meat-science classes," Bass says. "I understand the science, but I wanted the artisanal application experience, and that's what Chef Craig was able to provide."

So how and when does beef come into play? With the revival of the trade came a desire from experts like Bass and Pado to put the tasty protein into products once dominated by pork cuts.

Seeing Deihl's trial-and-error method solidified the romanticism associated with the trade for Pado, who plans to bring what she learned back to the brand, leading to an increase in beef consumption.

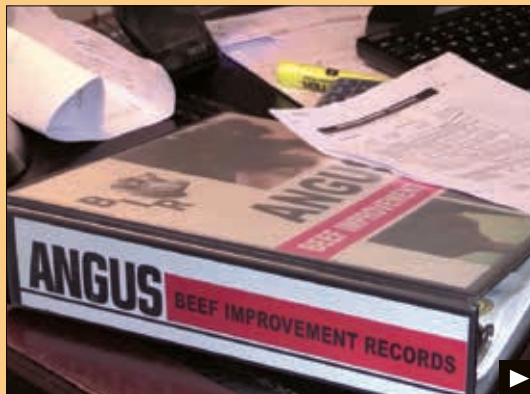
"I view it as a whole, separate, magical world of science and food combined," she says.

Bass says the day spent elbow-to-elbow with the pioneer was like going back to school.

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Digital extras

Certified Angus Beef LLC (CAB) and the American Angus Association provide these video segments. Readers of our digital edition can click on the photo to launch the respective YouTube video. The url (www ...) for each video is also provided for our print edition readers.



TA Ranches Manager James Sewell, Saratoga, Wyo., shares his team's process when making management decisions. Sometimes it takes more than just the obvious to remain profitable. Here's the clip: www.youtube.com/watch?v=pJcgV3af-0M.



Milt Thomas, Colorado State University professor, explains genomically enhanced EPDs to commercial cattlemen. Already widely used in EPDs, genomics promises to bring more tools to the ranch. Here's the clip: www.youtube.com/watch?v=imTrqtrmhCU.



Advising Generations LLC founder and President Dave Specht discusses the importance of proactive planning when it comes to passing on a ranch from one generation to another. Here's the clip: www.youtube.com/watch?v=ALqDbdL8QYc.



Grid premiums paid for hitting the Certified Angus Beef® (CAB®) brand target have increased to about \$50 million per year the last two years. John Stika with CAB and cattlemen Ben Eggers and Dick Beck discuss that trend. Here's the clip: www.youtube.com/watch?v=cVfSv9RvX58.

“There’s something different about getting your hands in it and actually doing the processing,” he says with a grin. “Words can’t really describe how amazing my experience was, and it takes a lot to make me speechless.”

Meat experts in their own fields, they recognize the value of maintaining relationships with CAB brand ambassadors like Deihl, who bring their unique skills to the table.

“CAB is one great piece in a network of culinary and meat expertise, but we need to keep all of the pieces in contact to make the network complete. Otherwise, we’ll be missing big opportunities to share and learn,” says Bass.

People, product, integrity

“With integrity, nothing else matters. Without integrity, nothing else matters.”

Mick Colvin didn’t write that, but he quoted it with enough sincerity to make you believe he did, recalls Amanda Barstow.

Eighteen years later she still says it, and as director of legal affairs for CAB, Barstow lives it, as well.

Charged with developing a worldwide trademark strategy, her team’s goal is to



protect the brand and its partners from both purposeful and negligent ill intent.

That is easier said than done.

Overseeing a group whose primary focus is to monitor trademark violations can be tough and detailed, but it’s with the assistance of CAB employees and willing industry partners that it happens with relative ease and finesse.

It does take an army of sorts, however.

“From USDA products all the way to restaurants and retail stores, our entire tracking system is paramount to the success of our brand,” Barstow says. “It has been for the past 35 years and will be in the years to come. The trademark doesn’t matter or stand for anything if it’s not being regulated.”

It is certainly being regulated. In fact, CAB-licensed packers, distributors, retail stores and restaurants are each audited for

their reported sales as compared to reported purchases.

“Every tier reports their sales in terms of the next tier down’s purchases, so it’s a checks-and-balances system for us,” she adds.

As CAB grows, it’s increasingly necessary that those outside of the brand-assurance team become involved.

“Our licensees have the responsibility to help maintain the integrity of the brand,” she says. “We ask them to be our eyes and ears in the marketplace.”

Toward that end, Barstow and her team developed an efficient, yet fun contest that makes new and old licensees want to take part in protecting the brand.

“S.W.A.T. serves as a brand assurance promotion, designed to encourage staff and licensees to participate in helping us protect the brand in whatever marketplace they may be in,” she says.

Recently brought back to the table, the contest sets goals for each distribution house in regard to solving violations in their respective markets, promising recognition and gifts for the service given. The more elite Black Hide Club honors a smaller group of foodservice distributors who are rewarded for

meeting all goals and showing signs of extra commitment to the brand.

Producers may struggle to find the connection between ranch and restaurateur, but Barstow simplifies it, emphasizing the importance of the many men and women who begin the process she works to defend.

“Protecting our brand and making sure it stands for the high-quality product that it’s meant to represent sets a solid target for our producers to shoot for,” she says. “It makes all the effort they go through, the extra time, care, selection of genetics and hard work worth something. The same promise our producers keep every day as they raise quality cattle, we promise to carry on to the consumer.”

A perfect pairing

As winter storms lingered to the north, culinary partners soaked up the Miami, Fla.,



► CAB brand partner chefs Andre Bienvenu (left) of Joe’s Stone Crab and Peter Vauthy of Red, The Steakhouse prepared fresh product to serve to local clientele at the annual South Beach Wine & Food Festival.

sun during the annual South Beach Wine & Food Festival, Feb. 20-23.

Perhaps we all longed to be a chef that day.

Marking the fifth year of the brand’s involvement, CAB product was served exclusively as the beef item during a Best of the Best celebration for which 50 of the nation’s top chefs gathered to showcase the pairings of exquisite wine and culinary dishes.

CAB brand partner chefs Andre Bienvenu of Joe’s Stone Crab and Peter Vauthy of Red, The Steakhouse prepared fresh product to serve to local clientele.

Just being there supports current partners and helps create relationships with future brand ambassadors, says CAB meeting planner Danielle Foster.

“Some of the industry’s leading chefs are there,” she says. “It’s not simply a chance

to interact with them one-on-one, but a time for some of them [to] get their hands on our product. Moments like that can be invaluable.”

Growing knowledge and power

A lover of agriculture and everything about cattle, Lorie Horacek has always lived “the good life.”

Amid the flowing Kansas wheat fields near Offerle, Kan., she grew up on the land that supported the cattle her family raised.

Today, with her husband, Jon, and their son, J.T., the family’s HG Land & Cattle Co. carries on that tradition. The multifaceted operation includes the commercial cow-calf herd Horacek calls “home-raised cattle,” along with stockers on distillers’ grain rations, wheat-pasture cattle and a grain enterprise.

If the market’s right, they retain ownership of calves through a nearby feedyard, where they keep a close watch over progress to ensure necessary changes can be made in the next calf crop.

There’s never a lack of work for all, but Horacek was among the first producers nationwide to add another detail. The

GeneMax™ (GMX) test from CAB and Zoetis is bolstering the records and sire data she has studied for years. Studies on the female side can help in her quest for high marks in marbling, gain and economic value.

“To me, knowledge is power,” Horacek says. “The more information you have on your cows that you can compare to your bull, the more you’ll end up with in the end.”

Designed with commercial cattlemen in mind, the DNA-based test measures gain and grade potential of high-percentage Angus cattle. For Horacek, who’s using GMX for the second year this spring, the test will help determine which heifers to cull, leading to a full herd replacement where all cattle can be marketed as tested. More importantly, they will carry superior genetics.

“With the test, you just know where you stand,” she says. “By culling based on these scores, we can be more efficient and less up and down. We can be consistent by building the herd that way.”



Editor’s Note: Laura Conaway is a public relations and industry information specialist for CAB.

Table 1: Targeting the Brand Honor Roll

Targeting the Brand Honor Roll is a report for *Angus Journal* and other media to highlight groups of at least 30 cattle harvested by CAB Feeding Partners that are at least 40% *Certified Angus Beef*® (CAB®) and Prime with 10% or fewer “out” cattle [heavy or light carcasses and Yield Grade (YG) 4] and 0% no-rolls, Standard or A grades, dark cutters or YG 5s.



At least half of the cattle in a group must be eligible for CAB (>51% black-hided). Groups that meet the 40% criteria but fall short in other areas may be listed as an Honorable Mention.

Previously known as the “30.06” program (for 30% CAB and Prime with 6% “outs”), this feature has been adjusted to reflect a higher percentage of cattle qualifying for CAB in the marketplace and tolerance of a trigger level of outs on some grids.

Licensed CAB Feedlot	Sex ^a	Head	%CAB	%Prime	% YG1&YG2	% YG 3
Targeting the Brand Honor Roll:						
Performance Blenders	M	39	80.56	10.26	25.64	66.77
Honorable mentions:						
Chappell Feedlot	H	30	64.00	10.00	16.67	73.30
Chappell Feedlot	H	41*	63.41	4.88	0.00	87.80
Chappell Feedlot	H	51*	56.86	0.00	5.88	90.20
Beller Feedlot	M	94	55.17	5.32	46.81	41.49
Beller Feedlot	H	45	55.00	11.11	20.00	66.67
Pratt Feeders LLC	S	54*	53.70	3.70	55.56	42.59
McPherson County Feeders Inc.	H	96	49.41	1.04	61.46	33.33
Pratt Feeders LLC	S	82	45.21	0.00	30.49	60.98
Chappell Feedlot	S	35	42.86	0.00	17.14	71.43
McPherson County Feeders Inc.	S	130	41.67	1.54	53.08	42.31
Pratt Feeders LLC	H	132	36.36	3.79	37.12	53.79

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

*Indicates 100% CAB eligible. All acceptance rates figured on eligible portions.

(Lots that exceed 15% Yield Grade 4 & 5 are eliminated from the honorable mention lists.)

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