



# Brand News

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

## CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588;  
330-345-2333; fax: 330-345-0808  
[www.cabpartners.com](http://www.cabpartners.com)

**John Stika**, president  
**Brent Eichar**, senior vice president  
**Tracey Erickson**, vice president, marketing  
**Mark Polzer**, vice president, business development  
**Mark McCully**, vice president, production

### SUPPLY DEVELOPMENT DIVISION

#### Kansas staff:

**Larry Corah**, retired, consulting  
**Kara Lee**, supply programs manager  
30731 172nd St., Leavenworth, KS 66048  
812-653-0020

#### Nebraska staff:

**Paul Dykstra**, beef cattle specialist  
782 5th St., PO Box 856,  
Chappell, NE 69129  
308-874-2203

#### Ohio staff:

**Marilyn Conley**, administrative assistant

### INDUSTRY INFORMATION DIVISION

**Steve Suther**, director  
16360 Victory Rd., Onaga, KS 66521  
785-889-4162

**Miranda Reiman**, assistant director,  
industry information  
75845 Rd. 417, Cozad, NE 69130;  
308-784-2294

**Laura Conaway**, producer communications  
specialist  
PO Box 1073, DeLeon Springs, FL 32130;  
386-316-5138

### Blogs:

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

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@CertAngusBeef



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To order CAB merchandise, visit  
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For recipe ideas, storage and handling tips,  
restaurant listings, retail store locations  
and cooking information, visit  
[www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

## A different 'dry' to the Midwest

A new program through Buckhead Chicago (Ill.) means rural America can now have quick access to the beef product familiar to those of the downtown, Chicago-esque food scene.

By way of a Demand Status program, accounts in more remote locations can experiment with the rising popularity of dry-aged steaks. April and May, respectively, introduced *Certified Angus Beef*® (CAB®) bone-in and boneless strip steaks and dry-aged bone-in ribeyes to buyers.

"Typically, every product in that [dry-aged] room is spoken for, so a restaurant interested in ordering dry-aged cuts is looking at a 3- to 6-week lead time," Sara Scott, executive account manager for the brand, says.

This way, distributors in areas not as familiar with the aging process — Sysco Kansas City, Sysco Iowa and Sysco East Wisconsin — can readily access product.

"With Demand Status, sales people can tell their customer about it, the customer can order it and be sampling it two days later," Scott says.

That lack of delay is a great way to get customers exposed to a product they otherwise may not have tried, she adds, noting the available cuts have already gained traction.

## New retailer in Mexico

The top retail chain in its area of northwestern Mexico recently made the decision to join CAB as a brand partner. Calimax, with roughly 107 stores in that region, will add to Mexico's customer base

## Chef Michael's Instagram takeover

It was a Chef Michael takeover. A trip to #cheftour15 saw the executive chef step out of his culinary duties and grab the reins of social media. In a first effort to give followers an even more personal approach to the brand's doings, as well as engage with current and future partner chefs, Ollier welcomed those from afar to join in on the trip, if only via their smartphone.

"It was new, but exciting for me," he says. "My imagery is usually of food and scene and never really of self, because I like to share what I'm seeing at that moment."

Those taking in the same view were likely salivating over what they saw as Ollier snapped shots of the main show: a mesquite-fired, 22-oz., bone-in "cowboy ribeye."

From a public relations perspective, staffers thought it would be an enjoyable way to present what goes on behind the scenes, all the while showcasing the brand from a different perspective — Chef Michael's.

So whether in Nebraska or home in Ohio, what would it look like to wear the personable chef's coat for a day?

"It's variety," Ollier says. "I'm not doing the same thing every day. It could be recipe development at one point, food photography at another or working a



special event. My plate is always full and that's what keeps me coming back for more."

With a successful #takeover marked in the books, look out for more staffers to invite you into the CAB life through their eyes.

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



and specifically promote the brand near Tijuana, an area that was lacking in significant brand presence. Targeting shoppers who request high-end cuts, Calimax is expected to represent 2 million to 3 million pounds of CAB annual product sales that will include a mix of end and middle meats.

### Marketer of the Year outgrows home

We love what we do. Seems the tagline belonging to longtime CAB distributor Scavuzzo's parallels with that of the American rancher. It's a recipe for success.



In a change to the competitive market that is Kansas City, the 30-year licensed partner is thriving as an independent distributor — to the point of requiring a new facility to match its growth.

“Instead of being the type that has always done things the same way, they're looking for

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### Meanwhile at the ECC

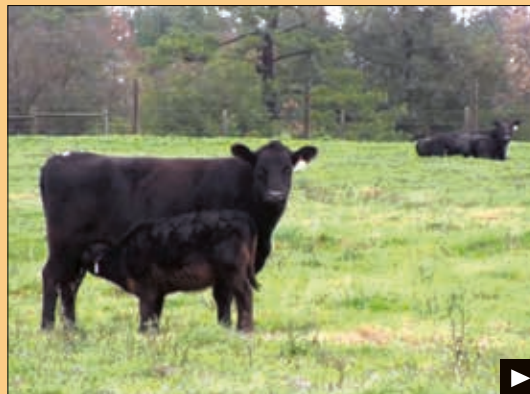
Since its establishment in February 2012, the CAB Education & Culinary Center (ECC) has served as a unique gathering place. Partners in and outside of the beef industry are gaining insight into the brand and the quality beef that defines it.

From cattlemen to media guests and scientists to chefs, more than 225 groups have visited the Wooster, Ohio, venue from all parts of the world. This ECC column within Brand News will help keep producers current on recent events there.

- ▶ Consumer cooking class, May 1
- ▶ Palmer Foods, May 4
- ▶ Piggly Wiggly, May 5-6
- ▶ International Round Up, May 12-14
- ▶ Smucker's executive team, May 27

### 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.



Angus cattle bring more at auction than their contemporaries of other breeds. Steve Suther, director of industry information for the Certified Angus Beef® (CAB®) brand, discusses the results of the most recent “Here's the Premium” study. Here's the clip: <https://www.youtube.com/watch?v=7YFQLTW16l4>.



John Stika, CAB brand president, talks about the current market dynamics and what they mean for high-quality cattle producers. Here's the clip: <https://www.youtube.com/watch?v=Cr6QrjdLLNq>.



Steve Holloway of the Food City retail supermarket chain and Tara Adams, CAB director of supplier and account marketing, discuss the important role beef plays at retail. Here's the clip: <https://www.youtube.com/watch?v=110IU4ZVWw>.



Kevin Kolman, grill master for Weber Grills, talks about the keys to good grilling and why they're so important for him. Here's the clip: <https://www.youtube.com/watch?v=ziecB956BsU>.



new opportunities,” Sara Scott, CAB executive account manager, says. “Progressive, they’re always looking ahead, trying to be cutting edge while holding fast to their heritage and what they do best, which is protein.”

The 2014 CAB Marketer of the Year award recipient moved locations in April.



### A bovine transportation system

Efficient and practical, this group of South Florida food players learned a new definition of what it means to see the cattle industry firsthand. Why walk to the pasture when one can load up in the stock trailer to take a ride? Host Petway Citrus & Cattle, Zolfo Springs, Fla., was the first stop on the tour that also included Buckhead Beef of Florida.



### Chef Tour takes on international flare

A strong international presence described the brand’s 5th Chef Tour as more than 50 culinary professionals from the United States and places like the United Arab Emirates and the Cayman Islands made their way to the Cornhusker State. CAB Corporate Chef Michael Ollier says what ties it all together are the chefs “putting a face to it and shaking the hands of the people responsible for bringing that quality product to their kitchens.”



### Behind the Beef

One of the fortunate parts of a company that’s in all segments — from product creation to consumption — is the opportunity to know so many unique people, all with specific roles in the quality-beef industry. Behind the scenes, these are the folks who help bring the best beef to consumers. Fulfilling more than a job description, they’re on fire about the work they do.

### Meet Danielle Foster

Events don’t just occur, you know. They take place. They happen. Helping to make them happen is CAB meeting planner Danielle Foster. Behind the scenes is where she thrives, but hundreds of events owe their success to her love of detail and “telling this producer side of the story.”

The former National Junior Angus Board (NJAB) member and Miss American Angus from Niles, Mich., joined CAB more than three years ago as a management trainee, and cross-training soon found the right fit: meeting planner.



What is a typical day like? She laughs a throaty chuckle, dismissively, implying: Get serious!

Well then, how many events would there be in a year?

“I never sat down and calculated them out, but we often have something going on every day,” Foster says. “Whether you’re the lead on it or a subset of a big event, it’s just incredible the amount of off-site events our team pulls off.” Plus, she picks up pieces of never-ending events at the Education & Culinary Center next door in Wooster, Ohio.

Ever plan five events in one week?

“Um, no, we’re not crazy! We make sure that we don’t overextend ourselves,” she explains. “We want to do as many as we can do well, no matter the size, but we stop and ask, ‘Is it really necessary to book something on Wednesday when we already have things going on the other four or five days?’”

“I live by the motto that I’d rather be busy than bored any day of the week!”

Focused on each event in sequence, Foster maintains an equal focus on self-education. There’s always something that can come up, she says, so one has to

have a clear vision of what’s ahead.

Sometimes it’s the wild cards that make an event more fun, Foster admits: “An event comes together beautifully when there’s a merge of detail and spontaneity — without either it is surely not going to be up to par.”

“No matter what goes wrong or what goes right, as an event planner I consider it my job to remain positive, calm and solutions-focused. Our team and our attendees are counting on that!”

To read more about Foster and others dedicated to the beef industry, check out <http://cab.info/20s>.