



Brand News

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

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To order CAB merchandise, visit
<http://pos.certifiedangusbeef.com>. For a source for
recipe ideas, storage and handling tips, restaurant
listings, retail store locations and cooking
information, visit www.certifiedangusbeef.com.



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A gathering in the sun

A record 685 partners attended the 2014 *Certified Angus Beef*® (CAB®) Annual Conference Sept. 17-19 in Marco Island, Fla., to celebrate accomplishments, take a deeper look at industry trends and gain insight into targeted marketing initiatives.

The conference celebrated the brand's 36th year with a reception featuring dishes from renowned Florida chefs. With the Gulf of Mexico as their backdrop, guests from all parts of the beef chain exchanged stories, encouragement and support for the teammates they rarely see.

Between meals, attendees took in presentations from CAB staff and featured speakers, including employee-engagement expert Chester Elton, CattleFax CEO Randy Blach and ag advocate Greg Peterson.

Angus cow-calf producers and feedlots were recognized



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



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for excellence in contributing to the supply of cattle for the brand.

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"The appeal of great-tasting beef is universal," said Certified Angus Beef LLC (CAB) President John Stika. "Our rancher, meat company, retail and chef partners deliver more than beef with the *Certified Angus Beef* brand. They provide a vital link between consumers and ranchers who are equally passionate about bringing their best to the table."

Through events like the Sysco Corp. Mick Colvin Scholarship (golf) Classic and silent auction, attendees raised \$73,550 for the scholarship fund designed to recognize and support young leaders in the beef industry.

The 2015 conference is set for San Antonio, Texas.

Interaction on Angus tours

More than 600 cattle producers gathered in South Dakota or Montana in September for state Angus tours. Those were great opportunities for visiting with fellow breeders, as well as allied industry professionals across the supply chain, from farm to table.

Paul Dykstra, beef cattle specialist with CAB, was there for that side of it.

"The one-on-one interaction and the chance to visit with a large number of those who use Angus genetics on the commercial side and also seedstock producers, that's pretty key to what we're doing on the supply side of Certified Angus Beef," he said.

His presentation message was as bright as today's cattle prices. "It confirms what they're doing is right and market signals are as strong as ever."

After weathering recent droughts and past

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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.



Beef trends come and go, but some can cause confusion. Brad Morgan, meat scientist at Zoetis Animal Health, says it's the responsibility of cattlemen to educate consumers on what's right and what's wrong. Here's the clip: <https://www.youtube.com/watch?v=80ccGsgJ18g>.



As an award-winning seedstock producer and a small-town restaurant owner, Mike Molitor, Zenda, Kan., gets a full-circle look at the beef business. He tells how he got his start in the latter and what he's learned. Here's the clip: <https://www.youtube.com/watch?v=nZnU7iljLWs>.



Fred Vocasek is a senior laboratory agronomist with Servi-Tech Laboratories in Dodge City, Kan. He presented on sampling and testing feedstuffs at the 2014 Feeding Quality Forum. Here's the clip: <https://www.youtube.com/watch?v=clsjHGZQhtg>.



Pat and Marilyn Herring, of Veteran, Wyo., have spent years in the Angus business. Now they're passing on decades of knowledge to a new generation as represented here by their grandsons. Here's the clip: <https://www.youtube.com/watch?v=sSibFQ5Blq8>.

winter storms, many cattlemen were looking ahead, embracing the premium beef target and wanting to be a part of it, Dykstra said.

“I’m seeing more cattlemen out in the country really understand that they need to be producing for a goal, and the *Certified Angus Beef* brand certainly would be one of those goals,” he said. “Because let’s face it, each and every calf is worth so many dollars today that the next user needs to get a lot of value out of them.”

Noting CAB’s eighth consecutive record year, Dykstra emphasized the crucial role breeders play in setting the stage to reach those goals. Trends in the meatcase are not going away, and the need for premium beef is still strong.

“It was really a good chance to confirm this is the course the industry is headed down and this is our strength as U.S. beef producers,” he said. “This is our bread and butter and what folks are demanding of us.”

Besides his presentations, Dykstra enjoyed seeing cattle on tour stops and interacting with ranchers.

“Times are good, and conditions around the country in those states that I was traveling are exceptionally good,” he said. “Spirits were high, and optimism for U.S. beef production has never been better. Sounds like a sales pitch, but that’s the reality of it.”



A year of growth

Supply is down; costs are up. Same story, different year — but for Angus producers looking to add value to their herds, look no further than the current market.

For the eighth consecutive year, CAB experienced record sales growth as numbers revealed consumers’ willingness to pay extra for quality.

Fiscal year (FY) 2014, which ended Sept. 30, saw a 400,000-head decline in Angus-influenced cattle counterbalanced by a record proportion of those cattle qualifying for the brand’s strict specifications.

The net gain from more than 83,000 additional cattle accepted resulted in record annual sales of 882 million pounds (lb.). Back in the hands of cattlemen, that amounted to \$50 million in grid premiums for the brand each year.

The product side saw growth, too, with six of the brand’s 10 best sales months ever.

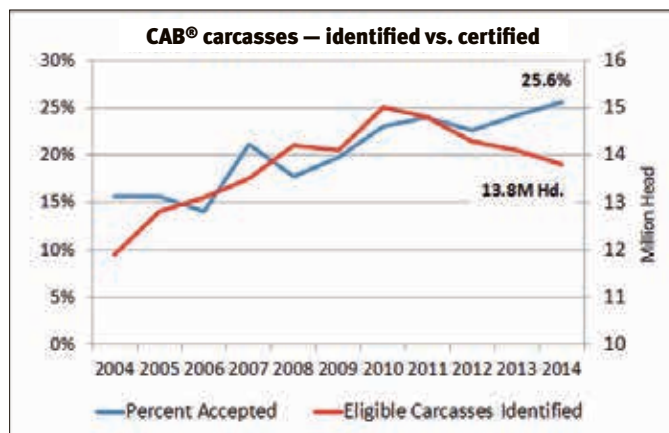
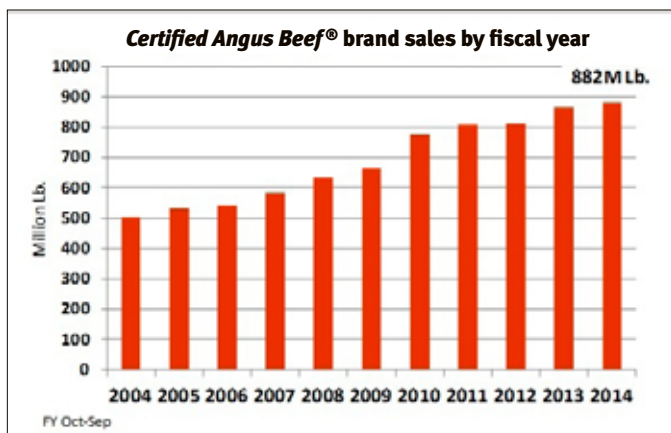
Drawing attention to statistics that support the notion that quality beef matters, Stika said, “These signals are not only important today, but looking forward.”

In the face of the current economic climate, consumer demand continued to increase with the brand’s value proposition.

“As consumers evaluate price in relation to value, they favor a premium product like the *Certified Angus Beef* brand, which consistently delivers a great eating experience for their hard-earned dollars,” Stika said. “Our partners, the community that brings it to the table, are leaders of the quality-beef movement, and their efforts have fueled this momentum.”



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



Cows of Instagram!

CAB's Black Ink team is now on Instagram! Follow @BlackInkBasics for an "up close and personal" view of cattle country. Get ready for beautiful pictures of black cattle, green pastures and passionate people.



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 175 groups have visited the Wooster, Ohio, venue from all parts of the world. This ECC column within Brand News helps keep producers current on recent events there.

- ▶ Leadership Wooster, Oct. 1
- ▶ Michigan Angus, Oct. 3
- ▶ MBA 7.3 Graduation Week, Oct. 6-10
- ▶ Sysco Corp. Hispanic Markets, Oct. 15-16
- ▶ Kanematsu Japan, Oct. 17
- ▶ Consumer Cooking Class, Oct. 23
- ▶ Tis the Season Holiday Planning/Blogger Event, Oct. 24-26
- ▶ Sysco Cincinnati, Oct. 28-29