

Setting the PACE

by Susan Waters, director of communications and public relations



Red, White and BEEF

Beef is an American tradition. Just like baseball and apple pie, Americans love their beef.

It's this time of year that our thoughts move toward patriotism and the freedoms we enjoy as Americans. Since Angus cattle came to the United States from Scotland in 1873, raising Angus cattle and enjoying delicious Angus beef also have been favorite American pastimes.

They stand as an example of the freedoms Angus breeders enjoy as independent business owners making their living on the land.

Thousands of people across the United States will be celebrating Independence Day over a hot, flaming grill. Hamburgers, beef frankfurters and steaks are just some of the backyard favorites we'll be enjoying. If you're hosting a Fourth of July celebration at your house, don't forget the beef.

Tantalize some TASTEBUDS

There's no doubt red-blooded Americans love to eat. We're always looking for new and creative ways to dish up our favorite foods for another tasty meal. The easiest way to convince someone to try a new food is to offer a delicious recipe they just can't resist.

Almost every publication has some kind of recipe section. Daily metropolitan newspapers, weekly small-town newspapers, women's magazines, farm magazines, and newsletters from church and civic organizations all generally have some kind of space dedicated to food and the joys of preparing it. Research has shown that the food or recipe section of a publication is sometimes the best and most consistently read editorial feature. Are you surprised? You shouldn't be. Americans love food and, most

of all, they love exploring new ways to create their favorite dishes.

While some specialty food magazines — and even some large, metropolitan newspapers — have the luxury of an in-house test kitchen, most of these publications are doing good to have a microwave and a coffee pot. As a producer of quality beef products, and maybe even a great chef, it's high time you start sharing your culinary secrets with the world.

Every farm and ranch family has favorite beef dishes that have been handed down from generation to generation. Sometimes new recipe discoveries happen by accident. Either way, submitting your favorite beef recipes to your local newspaper, to the church newsletter or even to a national consumer

publication is one way you can set the PACE.

Research tells us that consumers are intimidated by the preparation methods for fresh beef products. Offering them step-by-step instructions for easy and delicious beef meals they can prepare for their families encourages them to experiment with beef and ultimately to become beef eaters for life. Besides, you don't want them to print chicken recipes, do you?

CAB® leads the CHARGE

Each year, Certified Angus Beef (CAB) LLC develops and distributes thousands of recipes featuring *Certified Angus Beef*™ products to consumers around the world. Recipe cards featuring tasty treats made with both fresh and value-added CAB® products are a favorite at trade shows, point-of-purchase displays in licensed retail stores and with consumers who call the 1-877-2-EAT-C-A-B consumer tip line.

Working closely with a professional chef,

the folks at the CAB Program also develop seasonal recipes that are distributed to more than 700 culinary publications and newspaper food editors six times a year. These recipes are included in a media packet that offers graphics and layout ideas, as well as related editorial that can accompany the recipe. These packets are a hit, not only because readers love great beef recipes but also because editors love the free and easy-to-use editorial.

The CAB Program also has developed several cookbooks over the years, including the "*Certified Angus Beef Recipe Collection 20th Anniversary Cookbook*." Hardbound copies are available for purchase from CAB Program headquarters in Wooster, Ohio. What a great way to reward a co-worker, thank a friend or give the gift of good taste.

Win the BEEF!

Why are you keeping that secret recipe a secret? Take a chance, and enter it in the *Certified Angus Beef* seasonal recipe contest. It's easy. Simply submit your favorite recipes that call for CAB product. The best entry wins a gift package of CAB product and/or CAB merchandise. To enter, call the tip line at 1-877-2-EAT-C-A-B or check out www.2eatcab.com.

Susan Waters
e-mail: swaters@angus.org

The Last WORD...

A young girl visited a farm one day and wanted to buy a large watermelon.

"That's \$3," the farmer said.

"I've only got 30¢," the girl said.

The farmer pointed to a very small watermelon in the field and said, "How about that one?"

"OK, I'll take it," the little girl said.

"But leave it on the vine. I'll be back for it in a month."