

the beef convinced us — years ago — to try the *Certified Angus Beef* brand. The overwhelmingly positive reaction of our customers convinced us to keep it,” Dekker says.

Fogo de Chão continues to enthrall its customers with the Gaucho way of preparing meat. For restaurant locations and information, visit www.fogo.com.

BIG news

CAB's Mark Gwin attended the National Cattlemen's Beef Association (NCBA) Beef Innovations Group (BIG) Round Summit/ Beef Industry Feedback Session in Stillwater, Okla. The meeting provided a forum for BIG members to present ideas to industry leaders.

BIG's efforts to identify opportunities to add value to the round are well-established. “The round is undervalued and a drag on carcass cutout value,” Gwin says. “Many of the muscles are very palatable when separated from the larger muscle groups to which they are normally attached.”

During the meeting, BIG members presented and identified technical roadblocks, listed short-term and mid-range opportunities, and ranked those based on feasibility, resource needs and return. Representatives from the manufacturing, retail and foodservice industries provided unfiltered feedback to BIG, in a format that should help the group better allocate resources. As a result, ideas that will



Feast for a king

Three Wooster, Ohio, dads were treated to a royal Father's Day breakfast of CAB steak and eggs, thanks to their children. The youth submitted essays describing why their dad is special. CAB and 95.5 The Fish honored the dads with breakfast prepared by CAB Home Economist Sarah Donohoe at the radio station.

benefit the industry can be more effectively promoted.

Target market activities

Sarah Donohoe, CAB home economist, shared tips for a legendary Independence Day cookout on Norfolk's WVEC-TV. The late-June broadcast was a way to grab viewer attention, promote the brand and boost beef consumption over the holiday. Donohoe's

tips included:

- ▶ To make restaurant-quality steaks at home, choose the right cuts. Ribeye, strip, tenderloin and top sirloin are all great picks.
- ▶ No one likes dry, chewy steak, so look for lots of marbling — those little flecks of flavor. The best cooks know the CAB brand is famous for its marbling.



Relay for Life

CAB employees spent June 6-7 under the big top at Wooster's Relay For Life. The team grilled burgers and painted faces in the company's circus-themed tent.

CAB's David Livingston jogged and juggled simultaneously for more than 10 hours, turning 181 laps around the track.



His feat honored a fellow employee who is fighting a personal battle with cancer.

Livingston challenged fellow CAB staffers to beat his record. The competing CAB team logged 318 laps in 17 hours. Together, they raised nearly \$13,000 for the American Cancer Society.

► When grilling, never use a fork to turn steaks. Always use a spatula or tongs to keep those tasty juices from escaping.

When asked how long a steak should remain on the grill, Donohoe said, “There’s no one-size-fits-all answer — it depends on many factors, like how thick the steak is, how you like them cooked and the temperature of the grill. In general, cook 1-inch-thick (in.) steaks over medium heat about five to six minutes per side for medium rare.”

She suggests cooks at home remove steaks from the grill and let them rest on a clean plate for a few minutes so steaks will retain the juices.

Donohoe also shared grilling tips with deejay Big Dose at Norfolk’s 105.3 KISS-FM June 27. She recommended ribeye steaks to the station’s listeners because, she says, they are bursting with flavor and delicious marbling.

The grilling guru told listeners to grill steaks with a simple seasoning of salt and pepper, or to try one of the brand’s recipes at www.certifiedangusbeef.com.

Consistent 90% CAB

Only a handful of herds in the U.S. have been known to sell feedlot pens of cattle with 80%-90% CAB and CAB Prime acceptance. Several of those have come from Fansher Angus Ranch and Triangle H Grain & Cattle, all of Garden City, Kan. (see Table 1).

Fansher, the 2004 National Angus Carcass Challenge (NACC) winner and value record-holder has done business with the CAB partner yard, managed by Sam Hands, for nearly 20 years.

“One reason I feed at Triangle H is because they’re real good at getting the data back,” says Stan Fansher, who manages the herd with his son Brad.

The heifers in this month’s listing were on a growing ration that included a limited amount of grain, ground hay and wheat straw until they arrived at Triangle H. There they took 30 days — deciding whether to breed the heifers or feed them — before introducing a finishing ration. Ultimately they didn’t keep any replacements, so the group is very representative of their whole herd, Fansher says.

“The first bunch was only on the full ration for 71 days,” he says, noting they were in the feedyard for about 100 days. “It’s the way they were fed, but the genetics also has a big influence.”

They use mostly artificial insemination

(AI) bulls, but also many home-raised sires, which must pass the same selection criteria as those from a bull stud. Fansher gives the selection credit to his son.

“He pays a lot of attention to carcass value. You have to watch the whole balance

while still putting an emphasis on it,” Fansher says. The last year or two, the family has “just selected the very best for replacements and fed the rest.”



Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in June 2008



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[®]) 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.

Licensed CAB [®] Feedyard	Head	Sex ^a	%YG 1&2	%CAB	%Prime	Natural
Beller Feedlot	44 ^b	H	43.2	59.09	9.1	No
Triangle H Grain & Cattle Co.	76 ^b	H	35.5	57.89	26.3	No
Triangle H Grain & Cattle Co.	43 ^b	H	41.9	53.49	37.2	No
Chappell Feedlot	17 ^b	M	11.8	52.94	0.0	No
Chappell Feedlot	24 ^b	S	45.8	50.0	0.0	No
Beller Feedlot	43 ^b	S	27.9	48.84	0.0	No
Chappell Feedlot	22 ^b	M	22.7	45.45	0.0	No
Chappell Feedlot	14	M	14.3	45.45	7.1	No
Thomas County Feeders Inc.	34 ^b	M	35.3	35.29	0.0	Yes
Chappell Feedlot	46	S	73.9	35.0	0.0	No
Chappell Feedlot	24 ^b	S	20.8	33.33	0.0	No
Mull Farms & Feeding Inc.	30 ^b	S	46.7	33.33	3.3	Yes
Beller Feedlot	41 ^b	S	26.8	31.71	0.0	No
Chappell Feedlot	23 ^b	M	21.7	30.44	4.3	No

Honorable Mentions	Head	Sex ^a	%YG 1&2	%CAB	%Prime	Natural
Thomas County Feeders Inc.	80 ^b	H	8.8	51.25	12.5	Yes
Thomas County Feeders Inc.	53 ^b	H	15.1	50.94	3.8	Yes
Thomas County Feeders Inc.	65 ^b	M	12.3	49.23	0.0	Yes
David Ranch	40 ^b	M	20.0	47.50	37.50	No
Thomas County Feeders Inc.	43 ^b	S	27.9	46.51	4.7	Yes
Beller Feedlot	48 ^b	S	18.8	45.83	6.3	No
Thomas County Feeders Inc.	35 ^b	M	31.4	45.71	0.0	Yes
Thomas County Feeders Inc.	69 ^b	M	30.4	43.48	2.9	Yes
Thomas County Feeders Inc.	89 ^b	H	12.4	42.70	2.2	Yes
Thomas County Feeders Inc.	40 ^b	M	45.0	42.50	7.5	Yes
Chappell Feedlot	43	S	25.6	42.50	0.0	No
Thomas County Feeders Inc.	39 ^b	H	5.1	41.03	7.7	Yes
Thomas County Feeders Inc.	101 ^b	S	7.9	40.59	1.0	Yes
Thomas County Feeders Inc.	88 ^b	M	30.7	36.36	5.7	Yes
Thomas County Feeders Inc.	48 ^b	S	6.3	35.42	4.2	Yes
Thomas County Feeders Inc.	26 ^b	S	7.7	34.62	3.8	Yes
McPherson County Feeders Inc.	57	H	14.0	34.62	0.0	No
Chappell Feedlot	49 ^b	S	10.2	30.61	0.0	No
Thomas County Feeders Inc.	66 ^b	S	40.9	28.79	1.5	Yes
Chappell Feedlot	36	M	30.6	27.78	5.6	No
Chappell Feedlot	19	H	21.1	27.78	5.3	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.