



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Online instruction

Consumers can now access step-by-step instructions for braising, grilling, pan-roasting, roasting and sautéing beef on the Certified Angus Beef LLC (CAB) web site. Scott Popovic, CAB corporate chef, simplifies popular beef cooking techniques in downloadable videos that address consumers' most common cooking questions. To view the demonstrations, go to [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com), click on "In the Kitchen" and select "Cooking Videos" from the drop-down menu. They are also available on [www.youtube.com](http://www.youtube.com). Instructional videos are a new tool in the brand's unparalleled marketing arsenal.

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

## Shopping for selection

The annual National Shopping Behavior Study is out from The Gordon Group, and findings include that selection seems to be more important to most consumers than price.

According to the study, when consumers reported spending more in a specific store, selection was the reason 45% of the time, and price was the reason 19% of the time. At the same time, when consumers reported spending less in a specific store, selection was the reason 40% of the time, and price was the reason 13% of the time.

Price Chopper in Albany, N.Y., is one example of a retailer increasing its *Certified Angus Beef*® (CAB®) brand selections. In addition to fresh brand cuts, Price Chopper also offers CAB Natural in some stores. Recently, Price Chopper introduced dry-aged CAB steaks, giving customers an additional option. The strategy builds relationships with

consumers and positions the retailer as the destination for a wider selection of products from a trusted brand.

## CAB appointment

The U.S. Meat Export Federation

(USMEF) has appointed five representatives of the meat, livestock and grain industries to its executive committee as at-large directors. Among them is Mark Spengler, CAB director of international sales.



Mark Spengler

At CAB, Spengler and his team solicit, review and support partners worldwide to represent the brand in local markets.



## Cooking in Norfolk

In February, the brand was the presenting sponsor at the Norfolk Home & Flower Show in Norfolk, Va. Chef Scott Popovic took center stage with cooking demonstrations throughout the three-day event. Chefs from Farm Fresh and Croc's 19th Street Bistro, both licensed partners, also presented demonstrations.

Consumers flocked to the CAB booth for free samples of Lea & Perrins Worcestershire sauce and a chance to make and take their own spice blends. Promotions mirrored a similar event held in the Albany, N.Y., market the week before. Consumer events such as these provide opportunities to interact with consumers and educate them about the CAB brand.

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

Spengler earned a master's in business administration from Illinois Institute of Technology with a concentration in international business.

Others appointed to the committee are Mark Boyd, director of sales for Porky Products Inc.; Danita Rodibaugh, pork producer from Rensselaer, Ind., and past president of the National Pork Board who served on the USMEF executive committee in 2007; David Ross, international markets coordinator for Smithfield Foods; and Ken Stielow, owner of Bar S Ranch in Paradise, Kan., past president of the Kansas Livestock Association (KLA) and 2007 chairman of the Cattlemen's Beef Board (CBB).

"I am very pleased that these five outstanding individuals have consented to volunteer their time and energy to the USMEF executive committee," says Dan Halstrom, chairman of USMEF. "They each bring in-depth knowledge of their specific market segment to a board that represents all aspects that are critical to the U.S. meat export market."

### Beef for charity

CAB partners feel a deep connection with and responsibility to the community around them. Recently, two licensed partners teamed with the brand to benefit the needy.

Sysco Food Services of Central California Inc., Modesto, Calif., teamed up with Holten Meat Inc. and CAB for a beef donation with the Fresno State University football team, winners of the 2007 Roady's Humanitarian Bowl. The football team used its victory in a pregame bowling event to benefit a local charity serving the hungry and homeless.

Fresno State coach Pat Hill and T.J. Leonard of Sysco Food Services of Central California, the 2008 CAB Specialist of the Year, presented Poverello House with a donation of 402 pounds (lb.) of Holten Meat's Thick 'N Juicy® patties.

The team won the burgers by scoring 201 points in the CAB Bowl for Beef, which pitted Fresno State players against the Georgia Tech team. For each pin knocked down, players earned a two-pound beef donation to a hometown charity of their choice. Food Services of America-Boise (FSA-Boise) organized the bowling event as part of its Humanitarian Bowl sponsorship.

"We are extremely grateful to coach Pat Hill and the Bulldogs for choosing Poverello House as the beneficiary for this project," said Jim Connell, executive director of Poverello House. "This donation will allow us to continue to serve our mission of feeding the poor, hungry and homeless of the community. We'd also especially like to thank Sysco Food Services for providing the beef."

In Virginia, a "Red Zone" event at Croc's

## Tenderness for Mom

When it comes to steak, filet mignon — also called the tenderloin — tops the list for tenderness. It's also the top-rated steak for sales strength in fine-dining, casual, family-dining and hotel categories. Filet mignon's distinctive style requires little fuss and makes it a perfect cut for Mother's Day.

"Filet mignon satisfies customers' tastes whether it's simply grilled and seasoned, or delicately sauced," says Scott Popovic, CAB corporate chef. "The beauty of the CAB filet is that it requires little preparation to simply taste great."

Filet mignon has higher demand in summer and holiday seasons, making it typically more affordable January through March.

## Pan-Roasted Filet with Red Wine Reduction

Makes 2 portions

### Ingredients

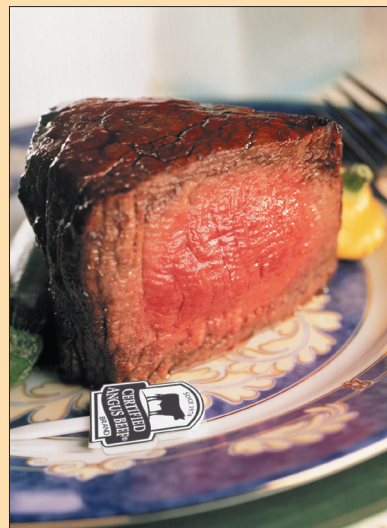
- 2 CAB® filet steaks, cut 1¼- to 1½-in. thick
- 1 tsp. olive oil
- 1 Tbs. dry thyme
- ½ Tbs. chopped tarragon, dry
- ½ Tbs. cracked black pepper
- ½ Tbs. chopped chives, dry
- ½ Tbs. sea salt
- 1 Tbs. diced onion
- 1 tsp. chopped garlic
- ¼ cup red wine
- 1 tsp. Dijon mustard
- 1 Tbs. butter
- 1 Tbs. chopped parsley
- Salt and pepper, to taste

### Instructions

Heat oil in heavy skillet over medium-high heat. Combine thyme, tarragon, cracked black pepper, chives and sea salt to make French Rub. Season steaks and sear each side. Place in 350° F oven and cook about 5 minutes. Allow steaks to rest.

Remove steaks from pan. Add onion and garlic to pan; cook 2 minutes on low heat. Whisk in wine and mustard; reduce by two-thirds. Swirl butter in pan to melt. Remove from heat; add parsley and season to taste. Serve sauce over steak, with potato and watercress.

**Source:** Recipe provided by Certified Angus Beef LLC.



19th Street Bistro on Super Bowl Sunday netted a \$300 donation to the March of Dimes Virginia Chapter.

The restaurant, which was named the first Virginia Green restaurant for promoting environmentally friendly practices, featured a combination of red meat, red wine and Red Bull during the Super Bowl. Patrons who ordered the featured red meat item, "CAB Oriental Marinated Steak Skewers," had a donation made in their honor to the March of Dimes. CAB donated additional funds for each point scored by the New York Giants and the New England Patriots during the game.

"We're so glad we were able to support the March of Dimes on Super Bowl Sunday," said Croc's owner Laura Wood Habr. "It has always done great work, and I support its efforts to protect babies, mothers and children from the harmful effects of secondhand smoke."

Croc's 19th Street Bistro is known for its coastal cuisine with a twist. It features an award-winning wine list and is the Commonwealth's first Virginia Green

restaurant. Locally owned and operated for 14 years, Croc's is located near the Virginia Beach Convention Center and prides itself on its culture of fun and camaraderie. In 2005, it was honored by the National Restaurant Association with its Good Neighbor Award for "going above and beyond in giving back to its community."

### High quality in the high country

Two of Darnall Feedlot's February 30.06 honorable mention groups (see Table 1, page 156) came from Peterson Livestock, Rawlins, Wyo., which has been feeding with the Harrisburg, Neb., yard for five years.

"They're hard-working people trying to do everything right to increase performance and carcass quality," Gary Darnall says of the Peterson Livestock crew, which consists of Pam Hones, her father, husband and daughters.

"We try [to] raise strong, healthy cattle at 10,000 feet," Hones says of the south-central Wyoming ranch. "Brisket disease is a concern, and cattle have to be able to walk a ways to

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water,” she adds. “Quality is another target here.”

This focus on quality is top of mind as they select Angus bulls to enter the herd and females to keep as replacements. The female side of the herd is closed. Hones says they’ve spent years developing a group of quality Angus females that know the country and can survive in the conditions.

They allow the females to develop in a growing phase before sorting replacement heifers. Culled heifers are then spayed and grown further on summer pasture before shipment to Darnall Feedlot.

Hones credits good Angus genetics along with high-protein forage with setting their cattle up for the quality mark the Darnalls help them reach. Peterson Livestock has tracked carcass results for many years, and Hones says she enjoys that side of the business, as well as the payoff.

“We have always watched quality grade closely, so it just makes sense to retain ownership to reap the benefits of that,” she adds.

**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in February 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 <sup>a</sup>	%YG 1&2	%CAB	%Prime	Natural
Darnall Feedlot	29	H	58.6	45.0	3.4	No
Thomas County Feeders Inc.	44 <sup>b</sup>	S	27.3	38.64	2.3	Yes
Honorable Mentions	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime	Natural
Thomas County Feeders Inc.	54 <sup>b</sup>	S	18.5	59.26	7.4	Yes
Thomas County Feeders Inc.	172 <sup>b</sup>	M	27.4	58.72	11.0	Yes
Thomas County Feeders Inc.	52 <sup>b</sup>	H	25.0	57.69	28.8	Yes
Thomas County Feeders Inc.	28 <sup>b</sup>	M	32.1	57.14	3.6	Yes
Thomas County Feeders Inc.	79 <sup>b</sup>	S	10.1	55.70	1.3	Yes
McPherson County Feeders Inc.	77	H	53.3	53.33	6.5	No
Beller Feedlot	45 <sup>b</sup>	S	17.8	51.11	2.2	No
Thomas County Feeders Inc.	91 <sup>b</sup>	S	42.9	48.35	7.7	Yes
Darnall Feedlot	459	H	45.1	45.93	3.5	No
Darnall Feedlot	111	H	27.0	40.37	5.4	No
Beller Feedlot	44	S	13.7	38.89	4.5	No
Beller Feedlot	56 <sup>b</sup>	H	41.1	35.71	7.1	No
Beller Feedlot	22	S	36.4	35.0	0.0	No
Darnall Feedlot	95	H	36.9	34.04	5.3	No

<sup>a</sup>H=heifers; M=mixed; S=steers.

<sup>b</sup>Indicates 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](http://www.cabfeedlots.com) for a complete and current list of feedlot licensees.

