



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Beef takes charge of snacks

The first *Certified Angus Beef*® (CAB®) brand product in the snack category — CAB Steak Strips — will soon be unveiled to the public. On the coattails of the steak strips comes a second line of snack items, bite-size CAB frankfurters, andouille sausages and smoked sausages with cheese.

Unlike most jerky, the steak strips retain just enough moisture for optimal tenderness. They can be reheated at home for a fresh-from-the-smokehouse eating experience. The steak strips will be available in four unique flavors, including traditional, teriyaki,



cracked black pepper and Cajun. Each flavor comes in 2-, 8- and 16-ounce (oz.) packages. The product takes advantage of underutilized cuts, increasing the overall value of the carcass.

The steak strips are made by Gary West

Meats of Jacksonville, Ore., a successful mail-order catalog meat business. The family-owned company produces gourmet, high-end products. For more information visit [www.garywest.com](http://www.garywest.com).

The bite-size franks and sausages made their debut at the Annual Meat Conference, March 14-16 in Nashville, Tenn. Each bite-sized snack is approximately 1/3-oz. and will

be available to retailers in a 14-oz. package.

Look for CAB steak strips and bite-size franks and sausages in the meatcase of licensed retailers.

## New distributor adds value

Foods Galore Inc. of Pennsauken, N.J., is the newest CAB value-added products retail distributor. Foods Galore will carry CAB roast beef, corned beef and pastrami deli items. The store has brought three new deli accounts to the table, including several Klein's Super Markets, ShopRite supermarkets and Murphy's Marketplace stores in the Maryland-New Jersey area. These stores offer CAB products in their meat departments and will now offer CAB deli items.



## Simple, but elegant

Declare spring's arrival by gathering friends and family for a meal to remember. *Certified Angus Beef*® (CAB®) Wellington offers a traditional gourmet experience without a lot of work.

"This recipe uses some ready-made items sold in grocery stores, reducing the work involved in preparing more conventional versions," says CAB corporate chef Dianna Stoffer.

To make it even easier, divide the cooking into simple parts. The mushroom mixture can be made two days ahead, and the meat can be seared one day ahead. That leaves only assembly and roasting on the day it will be served. Stoffer recommends selecting a CAB center-cut tenderloin, usually 2½ or 3 pounds (lb.) in size. For a bit of extra style, use puff pastry leftovers to create a design accent on top of the crust.

Stoffer suggests flavored potatoes, either roasted or mashed, and asparagus to complete the menu for a splendid, yet simple, meal.

## Certified Angus Beef® Wellington

Serves 6

2½-3 lb. CAB® tenderloin, center- or barrel-cut	Olive oil
3 Tbs. butter	Kosher salt and fresh ground pepper
1 shallot, finely chopped	2 sheets (17.3-oz. package) frozen puff pastry, thawed
½ c. cremini mushrooms, finely chopped	All-purpose flour, as needed
½ c. button mushrooms, finely chopped	1 egg yolk, lightly beaten
½ c. shitake mushrooms, finely chopped	2 Tbs. warm water
½ c. red wine, such as Gallo of Sonoma® Cabernet Sauvignon	1 package (12-oz.) prepared beef demi-glace

Preheat oven to 425°F.

In medium skillet, melt butter; add shallot and mushrooms. Sweat mixture over medium heat. As the water begins to cook out, turn heat to low, stirring occasionally, until mixture looks dry, about 10-15 minutes (min.). Add red wine and cook until dry again. Season as needed with salt and pepper, refrigerate.

Brush beef with olive oil and season with salt and pepper. In large skillet, sear beef, turning to brown all sides. Cover tenderloin and refrigerate until ready to assemble.

To assemble, roll puff pastry to length that extends 2 inches (in.) past each end of the tenderloin and twice as wide as the diameter; use flour as needed to prevent sticking. Spread thin layer of mushroom mixture down center of puff pastry, keeping a 2-in. border all around. Lay tenderloin on top of mushroom mixture; fold puff pastry around, creating a seam on the bottom and tucking the sides under. Place on parchment-papered baking sheet, seam side down. Brush with egg mixture and bake for 20 min. Turn temperature down to 400°F and bake an additional 15 min. If the crust begins to get dark, tent with foil. For medium-rare, remove beef from the oven when a meat thermometer registers 135°F; rest, covered, for 10 min. before slicing.

To serve, cut into 12, ½-inch slices. Fan two slices on each dinner plate. Top with 2 oz. prepared demi-glace. Add side dishes.

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

## February On-Target honorees<sup>a</sup>



Beller Feedlots, Lindsay, Neb., has been selected as the Feedlot Partner of the Month for February. No stranger to recognition in the area of supply development, Beller Feedlots continues on a steady path of feeding high-quality cattle for a premium-product target, says Paul Dykstra, Certified Angus Beef LLC (CAB) feedlot specialist. "The fact that the Bellers seek carcass data on the lion's share of their fed cattle in cooperation with CAB is proof of this dedication. Data is then passed back through the production chain so that all parties can improve the cattle in coming years."

Scott Stephens, Schmitz Feedlot LLC, Clayton, N.M., has been named the CAB Quality Assurance (QA) Officer of the Month for February. "Stephens plays an important part in marketing cattle that are sorted to their most appropriate end points for harvest on a carcass value system," Dykstra says. "He and feedlot owner Roger Schmitz continue their mission of being the best supplier of quality cattle to the packer, in turn providing the most benefit to the feedlot and their customers."

CAB's Spotlight Award series honors licensed partner feedlots based on volume, quality, customer service and attention to detail. The Feedlot-Licensing Program (FLP) also honors partners who harvest 30-0 groups of cattle with at least a 30% Prime or *Certified Angus Beef*® (CAB®)-acceptance rate and that are free of discount carcasses. Following is a summary of accomplishments from data reported in February.

Licensed CAB® Feedyard	Head	Sex <sup>b</sup>	%YG 1&2	%CAB	%Prime
Hergert Feeding Co.	27	H	3.7	69.6	3.7
Hergert Feeding Co.	19	S	52.6	66.7	0.0
Hergert Feeding Co.	24	S	41.7	50.0	8.3
Honorable Mentions	Head	Sex <sup>b</sup>	%YG 1&2	%CAB	%Prime
Hergert Feeding Co.	40	H	12.5	64.7	5.0
Highland Feeders	97*	S	10.3	43.3	8.2
Highland Feeders	53*	S	13.2	41.5	5.7
Darnall Feedlot	261*	S	28.7	36.0	0.8
Royal Beef	39*	M	20.5	35.9	0.0
Pratt Feeders LLC	77	H	67.5	34.6	2.6
Darnall Feedlot	116*	H	35.3	34.5	0.9
Hays Feeders LLC	37	H	54.0	34.4	0.0
Darnall Feedlot	280*	S	46.8	32.9	3.6
Darnall Feedlot	16*	S	37.5	31.3	0.0
McPherson County Feeders Inc.	46	H	60.9	30.4	0.0
Flint Rock Feeders Ltd.	37*	H	27.0	29.7	5.4
Darnall Feedlot	256*	H	10.5	29.7	5.1
McPherson County Feeders Inc.	67*	S	49.3	28.4	10.4
McPherson County Feeders Inc.	100*	H	44.0	28.0	2.0
Hays Feeders LLC	69	H	40.5	27.4	4.3

<sup>a</sup>In the On-Target "30-0" program, the FLP honors partners that harvest qualifying groups of cattle with at least a 30% Prime or CAB-acceptance rate that are free of discount carcasses. There is no minimum group size because sorting is encouraged to bring out the best in each animal. Honorable mention groups stood out for CAB acceptance, but contained discount cattle for one reason or another.

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

\*Indicates 100% CAB eligible. Acceptance rate figured on eligible portion.

Call (785) 539-0123 or visit [www.cabfeedlots.com](http://www.cabfeedlots.com) for a complete and current list of feedlot licensees.

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### SHIPPING DEPARTMENT

To order CAB merchandise, call 1-800-725-0070 or fax (330) 345-0803.

### TOLL-FREE CAB FLAVOR FINDER

A source for recipe ideas, storage and handling tips, restaurant listings, retail store locations, and cooking information.

**1-877-2-EAT-CAB**