



# Brand News

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

## The grand brand, the grand tasting

The *Certified Angus Beef*® (CAB®) brand owned the culinary demonstration stage at the New York City Wine & Food Festival this fall with meat cutting, beef education and product sampling. Brand Extension Manager David O'Diam and Chef Michael Ollier broke down a subprimal and demonstrated cooking techniques.

To say the least, a meat-cutting demonstration is not the norm on New York City's 54th Pier. More than 8,000 people attended the three-day event, where Certified Angus Beef LLC (CAB) partnered with retail chain ShopRite to have a large presence in the Grand Tasting Tent.



► Chef Michael Ollier (left) and Brand Extension Manager David O'Diam break down a subprimal and demonstrate cooking techniques on New York City's Pier 54.

## Beef and brides

The world's largest bridal magazine pointed grooms-to-be in the right direction this fall, suggesting high-quality beef as one of their top-15 best groomsmen gift ideas. *Brides* magazine directed readers to the new online ordering system at [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

Corporate Chef Scott Popovic spent time visiting with editors and writers from other major national publications over the summer, developing relationships that have led to several similar "shout-outs" for the brand.

## Chefs visit farm to become beef experts

Chef Bob Menendez of Sunset 44 Bistro in St. Louis, Mo., recently spent two days with an invited group of influential chefs from across the U.S. at CAB headquarters in Wooster, Ohio. There, professionals from the world's most successful brand of beef shared the finer points of the beef industry and the brand in general.

Many of the issues important in helping consumers understand ranchers, such as environmental practices, sustainability and animal husbandry, were included, along with a greater understanding of the beef grading system.

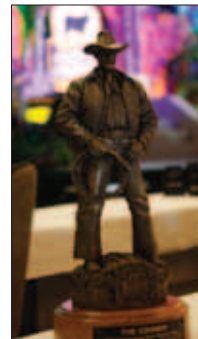


Overall, the program provided a working knowledge of beef, from pasture to the plate, and included a visit to a local farm and classroom sessions. Menendez, like others in the group, will use the newfound knowledge to better represent all aspects of the brand and speak on its behalf to consumers and media as inquiries surface in their particular markets.

"These chefs are the experts in their markets, having continuous dialogue with consumers and media about the beef they're serving and those who produce it," says Tracey Erickson, CAB vice president of marketing. "We wanted to arm them with the knowledge they need to respond to the questions and concerns they hear every day."

## The People's Choice

More than 600 CAB Annual Conference attendees weighed in on the best brand promotion by a licensee in October. The coveted cowboy trophy winners were voted on "live" at the conference.



Two distributors were selected to receive People's Choice awards for most creative and effective sales contests. U.S. Foodservice GFG Division, Grand Forks, N.D., received the broadline award for a cowboy-themed contest that generated

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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).

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



►From left, CAB President John Stika presents the People's Choice award to Eric Sanders and Dave Carlson of U.S. Foodservice GFG Division of Grand Forks, N.D.

a 38% increase in steak sales compared to the same three-month period a year earlier. A 10-month contest with a daylong training program at the University of Georgia grew sales and brand knowledge for Buckhead Beef Co., Atlanta, Ga., helping it earn the People's Choice award for a specialty meat company.

Buehler Food Markets, Wooster, Ohio, was selected by conference attendees to receive the award for excellence in retail advertising. As part of its television campaign, the company featured the meat department and the CAB brand.

### Roasting holiday sales

When a sales blitz causes demand signals even packers can feel, it's worth doing again. So for its third year, the CAB holiday roast promotion will turn retail and foodservice professional focus to driving strip-loin sales.

Prices are high and demand is tight on rib roasts around the holiday season, so focusing on the strip creates great profit opportunities for licensees. With special labels, recipes and other marketing materials, the promotion heightens awareness of new cooking techniques and ideas for consumers as well.

Louis M. Martini wines will partner on the promotion this year, cross-referencing

►For its third year, the CAB holiday roast promotion will promote strip-loin sales.

**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in September 2010**



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® Feedlot	Sex <sup>a</sup>	Head	%CAB	%Prime	%YG1-2
Chappell Feedlot	S	10 <sup>b</sup>	50.00	0.00	0.00
Cattleman's Choice Feedyard Inc.	S	11 <sup>b</sup>	45.45	0.00	81.82
Cattleman's Choice Feedyard Inc.	S	51 <sup>b</sup>	43.14	1.96	62.75
Chappell Feedlot	M	43 <sup>b</sup>	41.86	4.65	65.12
Osborn Farms	H	36 <sup>b</sup>	41.67	58.33	25.00
Chappell Feedlot	S	22 <sup>b</sup>	31.82	4.55	18.18
Honorable Mentions	Sex <sup>a</sup>	Head	%CAB	%Prime	%YG1-2
Osborn Farms	S	36 <sup>b</sup>	63.89	27.78	44.4
Chappell Feedlot	S	14 <sup>b</sup>	50.00	0.00	7.1
Pratt Feeders LLC	M	49 <sup>b</sup>	38.78	0.00	53.1
Beller Feedlot	H	43 <sup>b</sup>	34.88	6.98	14.0
Beller Feedlot	H	43 <sup>b</sup>	32.56	0.00	23.3

<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.

meatcase deals in the wine aisle. Participating retailers will drive both brand awareness and sales by combining recipes with CAB coupons on Louis M. Martini wines.

### Yearlings hit the target

Dave Guenzi, Sterling, Colo., started doing business with Chappell (Neb.) Feedlot 10 years ago, to evaluate the quality of his cattle and work toward achieving market premiums. The relationship worked. Thanks to coordinated management and ultrasound-guided sorting at the feedlot, the cattle are working, too — especially after a recent strategy change on the farm.

In an effort to utilize feed resources at home and hit a better market, Guenzi Farms Inc. sent yearlings to the feedlot this year instead of calves last fall. As a result, they went to market three months later, in September, but with considerably less expense and 300 lb. more per animal to sell.

The most recent group included 10 steers that went 50% CAB with no outliers (see Table 1) and gained an impressive 4.7 lb. per day.

"When they make 30.06, obviously everything is working right," Tom Williams, Chappell

Feedlot co-owner, says. "The quality and cutability are there." The CAB 30.06 program

recognizes harvest groups of cattle with at least 30% brand acceptance and no more than 6% outliers.

Guenzi was more than pleased. "I was kind of tickled. We've got a fine cow herd; it just took us that long to finally get those results with progeny," he says.

Yearling growth seems to fit herd genetics better. "We stuck with sending calves to Chappell for nine years, but last fall we had the cornstalks and manpower. 'Let's just grow them,'" he recalls thinking. Once the calves came off pasture to be weaned and bunkfed last November, four months on stalks fostered growth in structure and size.

"I'm glad we tried something different, maintaining control of the cattle a little longer. We're set up for it," Guenzi adds.

The diversified, family farming and ranching enterprise has partnered with Select Sires representative Jay Hill during the past 15 years to develop a uniform artificial insemination (AI) program that's based on functionality of the cow and consistency in breeding for a combination of quality and muscling.

"High quality means something in the market. You bet it does," Guenzi says. "I really think a lot of it is the way the CAB program pushes Angus cattle. So you can bet I wanted to be a part of that."

