



Brand News

► News and highlights from Certified Angus Beef LLC,* compiled by Laura Nelson and Liz DeBoer.

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To order CAB merchandise, visit 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.

CAB Korean cuisine

The *Certified Angus Beef*® (CAB®) brand keeps ahead of culinary trends with its new Korean cuisine line in partnership with the largest food distributor in Korea.

Seoul-based CJ Foods has 98 overseas branches in 43 cities and 16 countries. The CAB value-added products will represent its only meat protein offering.

The line will feature three CAB authentic Korean products: thinly sliced short ribs known as Galbi, a barbecue thin-sliced knuckle called Bulgogi, and a patty version of Bulgogi. Pear puree sauce creates the sweet and tender effect specific to Korean cuisine.

The product will initially be available in 600 ethnic stores, with retail expansion ahead.

CAB's value-added products division sold 18.5 million pounds (lb.) in 2011, and this new initiative should help it hit the 2012 goal of adding 2.5 million lb. in annual sales.

Sunday Supper South

Flocks of geese aren't the only ones that head south when the temperatures drop. Certified Angus Beef LLC (CAB) corporate chef Scott Popovic traveled to Atlanta, Ga., in late fall for the James Beard House (JBH) Sunday Supper South.

As JBH's official beef purveyor, CAB was featured to event attendees and top chefs from across the country. Guests included JBH Foundation invitees and local food enthusiasts.



► Chefs at the Sunday Supper South in Georgia included Jeremiah Bacon from the Oak Steakhouse and Craig Deihl from Cypress, both of whom serve the CAB® brand in their restaurants. Other chefs in attendance included Mike Lata from Fig in Charleston and Top Chef Master's champion Richard Blais.



Popovic served dinner patrons a 35-day, dry-aged CAB filet of ribeye with a sweet potato hash.

"It was a congregation of people who have a true appreciation of food, as well as the artistic abilities of the participating chefs," he says. "The guests were able to taste and remark on the unique points of view of 30



► Renovation on the new Education and Culinary Center continues at the Wooster, Ohio, office. Lessons at the center will range from fabrication techniques to cooking presentations. Check out www.GoRare.com for the latest on progress.

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

chefs who prepared their idea of the ultimate dinner in the South.”

The event raised money for the JBH Foundation Scholarship Program for aspiring young chefs as it advanced the Foundation’s mission to celebrate, nurture and preserve America’s diverse culinary heritage and future.

Launching into 2012

In preparation for an exceptional year of foodservice sales growth, the brand launched six new distributors at the close of 2011.

Signing on to increase the CAB brand’s market share along the West and East Coast are: Del Monte Foods, Sysco Connecticut, Sysco Sacramento, Sysco San Francisco, Sysco South Florida and Sysco South East Florida.

Brent Eichar, CAB senior vice president of operations, says the continued growth in distribution partners brings more CAB visibility and overall recognition to potential customers and restaurant partners.

“As a result of their outstanding commitment to marketing the brand, we can expect an estimated 12 million lb. of additional foodservice growth from these new licensees,” he says.

Duel in the desert

CAB recently partnered with U.S. Foods at the Tucson (Ariz.) Culinary Festival, put on by a group of more than 40 independent restaurant owners known as the Tucson Originals.

Guests at the grand tasting reception that helped showcase the strengths of each restaurant enjoyed the best of the desert city’s culinary world. The culminating event was the Copper Chef Challenge, where last year’s



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Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in October 2011

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.



30.06 lots	Sex ^a	Head	%CAB	%Prime	%YG1-2
Hays Feeders LLC	S	46 ^b	73.91	2.17	43.48
Hays Feeders LLC	S	37 ^b	70.27	0.00	64.86
Will Feed Inc.	H	72	52.27	2.78	58.33
Performance Blenders	M	17	50.00	35.29	88.24
McPherson County Feeders Inc.	H	13 ^b	46.15	0.00	53.85
Pratt Feeders LLC	H	18 ^b	33.33	0.00	55.56
Will Feed Inc.	S	78	32.86	0.00	55.13
Hays Feeders LLC	S	31 ^b	32.26	6.45	64.52
Will Feed Inc.	S	35	30.77	0.00	68.57
McPherson County Feeders Inc.	M	20 ^b	30.00	0.00	40.00

Honorable mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2
Pratt Feeders LLC	H	29 ^b	51.72	0.00	44.8
Pratt Feeders LLC	M	79	46.67	0.00	51.9
Pratt Feeders LLC	H	131 ^b	43.51	0.76	50.4

^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.

winner was pitted against a challenger, in the style of the famous Food Network show *Iron Chef*.

Chefs prepared four courses using the CAB brand. Dishes were evaluated by four judges, including local food celebrities and CAB corporate chef Michael Ollier.

On target at Pratt

Of all the words that could describe Pratt Feeders, “quality” best fits the staff, the cattle they feed and the way they feed them. During the past year, the south-central Kansas yard has ramped up its connection with the “Q” word.

There was a big step in March, when the yard demonstrated it could hit the CAB brand target at the Silver level. That means harvesting more than 1,000 head, cumulative, in the CAB 30.06 Program, which highlights groups with 30% or better CAB and USDA Prime with no more than 6% outliers.

Then it became Beef Quality Assurance (BQA) certified last summer. That’s an educational program “to ensure cattle are raised in the best possible manner to create the highest quality end product for consumers,” says Tera Rooney, veterinary research assistant for the Beef Cattle Institute.

Manager Jerry Bohn says CAB and the BQA program are another great fit. “We originally became licensed to assist both CAB

and our customers in generating more high-quality beef at a premium price. The BQA program is the perfect addition to it because it extends the quality, control and care we need to have to supply the best product to consumers,” he says.

In September, the yard won CAB’s Quality Focus Award for yards with more than 15,000-head capacity.

The program was built up over the past decade, says Gary Fike, beef cattle specialist for CAB. “Since March, they have already added nearly 500 head to the total qualifying 30.06,” he says, noting that is especially hard to do for big yards. The smallest eligible 30.06 harvest group is 10 head, so small feedyards can build up success a few head at a time.

“However bigger feedyards may send in 30 to 50 head at once, so more cattle in each group have to qualify,” Fike says. At 40,000-head capacity, Pratt Feeders is definitely not a small feedlot.

But staffers use scale to a quality advantage, Rooney discovered in her work doing BQA audits.

“With the detailed training for people and assessments for both people and cattle, it’s no surprise to me that they also excel in raising quality cattle for the *Certified Angus Beef* brand,” she says.

It’s a calculated approach. “We are focused

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on attracting quality cattle and constantly improving management to help them attain higher levels of CAB acceptance,” Bohn says.

Part of the management includes extensive sorting and advanced data communication with customers, even to those who do not retain ownership of cattle on feed. Of course, the system isn't perfect.

“There's still room for improvement,” Bohn says. But the focus on quality cattle, handling and customer service says quality will keep filling the room.

Darnall earns 30.06 Bronze

One of the first and best CAB feeding partners, Darnall Feedlot, Harrisburg, Neb., was known for quality even before licensing in early 1999. Gary and Lane Darnall, father and son, signed on with their 20,000-head yard and quickly gained a wider reputation for consistent quality.

A few years later, CAB created the 30.06 Program to highlight harvest groups of cattle that hit the target with at least 30% CAB brand or Prime and no more than 6% outliers.

That's not as easy as it might sound, especially for a large feedlot. But Darnall has

previously won the CAB Partner of the Year for large yards (2006) and the Quality Focus Award (2008), as well as numerous awards in the National Angus Carcass Challenge (NACC) a few years ago. They know how to get the job done.

In September, Darnall reached the milestone of having enrolled more than 500 head of 30.06-qualified cattle. In fact, those 506 cattle earned a 43.92% acceptance rate.

“The Darnalls' focus on high-quality Angus genetics starts on their ranch,” says Paul Dykstra, beef cattle specialist with CAB.

“Gary and Lane have a good-sized cow herd of their own, and they understand the ins and outs, from birth to harvest, choosing Angus cows as the factory for their own operation,” says Dykstra.

With that background, the Darnalls understand the challenges cattlemen face. That helps them in building relationships.

“The customer has to have confidence in the feedlot, knowing they'll do a good job at protecting and enhancing the value of their investment,” says Gary Darnall.

Consistent quality is a team effort. “It's the cattle, the producers that engineer those cattle, and the genetics,” Darnall says. “We feel pretty humble in saying that we get to add some value to that product to a point where it will grade in the upper two-thirds Choice category.”

Being a CAB partner is just a win-win deal, he adds: “It provides incentive to produce a higher-quality product, all the way from the rancher to the retailer.”

Practice makes perfect

Working with cattle from the same herd over several years presents a great opportunity to hit the CAB target. That's the key to success for the load of steers from one repeat customer of Hays (Kan.) Feeders LLC that claimed the top two spots in this month's CAB 30.06 Program summary (see Table 1 on page 151).

Hays Feeders manager Bill Sleight says those top two groups of steers come from one northeast Kansas ranch, where they were weaned in the fall and preconditioned before arriving at Hays weighing 759 lb. Together, the groups achieved better than 70% CAB acceptance, and 37 had exceptional cutability at nearly 65% Yield Grade (YG) 1 or 2.

They gained more than 3.5 lb. per day and converted feed to gain at a ratio better than 6 to 1 on the way to their average finished weight of 1,307 lb. The 2011 calves are in the yard now.

