



Brand News

► News and highlights from Certified Angus Beef LLC*

Steak social

Anyone can join the *Certified Angus Beef*® (CAB®) brand on the Internet's Twitter and Facebook sites, where the brand message is reaching consumers like never before. In November, the CAB public relations team began sharing recipes, cooking tips and promotions on these two social networking sites. Such consumer-friendly forums enable CAB to showcase restaurant and retail partners by highlighting special events, news and promotions. It's just another avenue to spread the word about high-quality Angus beef and the brand's partners.

To follow the brand on Twitter, visit www.twitter.com/CertAngusBeef. If you're on www.facebook.com, search for "*Certified Angus Beef*® brand" and click to become a fan.

Celebrity chef showcase

Davide Pugliese, owner and executive chef of Brandywine Bay in Tortola, was the celebrity chef at the Progressive Distributors Ltd. booth at the 2009 Cayman Culinary Society Food Show. The event was attended by 400 regional chefs, restaurant operators and food and beverage professionals at the Ritz Carlton Grand Cayman.

The celebrity was invited to share original recipes for specific CAB cuts.

"I wanted to showcase flavorful dishes that are accessible to professional chefs as well as at-home cooks," Pugliese says. "There is a return towards culinary simplicity and foods that we remember from our childhood. For example, at Brandywine Bay, I'm featuring comfort foods the way my mama used to make with a kick of unique flavor, like a roast

spiced with a Caribbean rub and served with a mango chimichurri."

He never stops experimenting and always uses the finest, freshest ingredients.

"Chef Pugliese was a natural fit for this show because of his unique culinary point of view and tangible ideas," says Dax Foster, owner of Progressive Distributors, the brand's licensed distributor in Grand Cayman. "We wanted this year's show to center on quality and innovation, and that's exactly what Chef Pugliese and the *Certified Angus Beef* brand delivered."

Celebrating 20 years of distinctive dining, Brandywine Bay restaurant is renowned for its tantalizing selection of Tuscan cuisine with hints of Caribbean flair. Pugliese and his wife, Cele, also own Wali Nikiti, an exclusive culinary retreat that opened this summer, and Capriccio di Mare, an Italian bistro.

Share Your Feast

Washington-based CAB retailer QFC partnered with the brand to provide food for needy families during the holidays. The Share Your Feast food drive benefits Food Lifeline and more than 300 member agencies, including neighborhood food banks, shelters and hot-meal programs.

Throughout the drive, QFC was offering several ways customers could be involved. CAB donated 1 pound (lb.) of ground beef for every \$10 Share Your Feast bag purchased and donated in QFC stores,

Aiming high, getting there

Evert Brady of Haywire Cattle Co., Winnett, Mont., started doing business with McPherson County Feeders (MCF) in 2002, after meeting owner-manager Allan Sents at an event in Bozeman. The two agreed on a profit- and data-sharing plan to help add value to Brady's cattle. He would sell them to MCF, but share in any profit while getting carcass data back for use in selection and management.

Disappointing to both parties, the first loads only broke even. However, with data and guidance from MCF, Brady began integrating



up to a total donation value of \$25,000. Shoppers making the \$10 donation on Dec. 11, 12 and 13 received a \$1 coupon for their next purchase of CAB brand products at the register. CAB staff hosted a tasting event and planned radio remotes at QFC stores across the Seattle area during the event. Families also entered to win a gift basket.

CORNERSTONES OF SUCCESS

You don't get a second chance to impress your guests

Superb service and fabulous flavor will appeal to new customers and keep regulars coming back for more.

Grades do count!

Reduce your risk of offering a slightly tough or tougher steak.

Certified Angus Beef® brand	1 in 50
USDA Choice	1 in 13
USDA Select	1 in 6

The Certified Angus Beef® brand reduces the odds of a tough steak by nearly 300% over USDA Choice.

Good things come from **Sysco**

Angus beef at its best

www.certifiedangusbeef.com

► Sysco Lincoln Inc., a brand-licensed food-service distributor in Lincoln, Neb., recently updated its test kitchens with brand-oriented posters. From beef facts to brand attributes, the posters educate staff and showcase the brand to current and potential customers.

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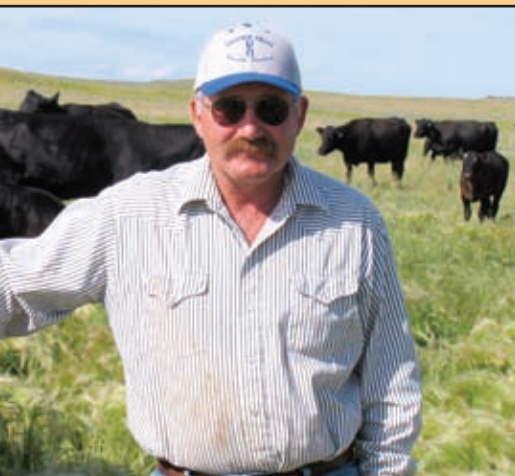
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To order CAB merchandise, visit www.angussalebam.com. For a source for recipe ideas, storage and handling tips, restaurant listings, retail store locations and cooking information, visit www.certifiedangusbeef.com.

registered Angus bulls that featured balanced but above-average expected progeny differences (EPDs) and has not looked back.



His cattle went from below average to chart toppers, as the most recent group included a dozen steers that achieved 33.3% CAB with no outliers (see table) and posted respectable gains, too.

"McPherson's involvement with *Certified Angus Beef* looks to be the route to go," Brady says with confidence. "That quality is what I have been shooting for."

He feeds up to 250 head of Angus cattle a year at MCF and appreciates the individual attention. "It's a smaller feedlot, but one of the very best," Brady says.

Working together, the MCF/Brady team has improved herd quality while the Montana rancher gained a better understanding of the end product his cattle produce.

► **Left:** Allan Sents at McPherson County Feeders helped Evert Brady (pictured) learn more about his cattle and the direction he needed to go with them.



Sirloin Empanadas

Chef Michael Ollier of CAB created these tasty, bite-sized empanadas. They're perfect for serving before a big meal, or make them slightly larger for a cocktail party. Either way, these flavorful, creative treats will please the most discriminating guests.

- 1 pound CAB® top sirloin or tri-tip steak, diced in 1/8-in. pieces
- 1 Tbs. olive oil
- 1/4 cup butter
- 1 large onion, diced (2 cups)
- 3 cloves garlic, minced
- 2 tsp. ground cumin
- 2 tsp. cumin seeds
- 1 tsp. red pepper flakes
- 1 tsp. salt
- 1/2 tsp. freshly ground black pepper
- 1 (4-oz.) can green chilies
- 1/4 cup fresh chopped cilantro or flat leaf Italian parsley
- 2 (11-oz.) tubes raw pizza dough, thin crust
- 1/4 cup flour, for work surface
- 4-in. cookie cutter (large drinking cup works well, too)

1. In a large sauté pan sear beef in a single layer with olive oil on medium high heat. Sear in batches to avoid steaming, stirring occasionally. Transfer to a medium-size mixing bowl.

2. Add butter and onion to pan; simmer for 3 minutes (min.) until onions become transparent. Add garlic, cumin, cumin seeds, pepper flakes, salt and pepper. Simmer an additional 3 to 4 min.

3. Combine beef with onion mixture. Stir in green chilies and cilantro. Refrigerate.

4. Preheat oven to 375° F. Using a rolling pin, roll dough into two large rectangles; dust with flour as needed. Cut eight 4-in. circles from each half.

5. Put 1/3 cup of empanada mixture in each half-circle. Use water on the edge as needed to seal. Line empanadas on a sheet tray. Bake approximately 25 min. until golden brown.

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in October 2009

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 ^a	Head	%CAB	%Prime	%YG1-2	Natural
Chappell Feedlot	S	15 ^b	53.3%	0.0%	66.7%	No
McPherson County Feeders Inc.	M	25 ^b	52.0%	12.0%	48.0%	No
Chappell Feedlot	H	75 ^b	42.7%	1.3%	49.3%	No
Beller Feedlot	S	10 ^b	40.0%	0.0%	40.0%	No
Chappell Feedlot	H	76 ^b	34.2%	2.6%	44.7%	No
McPherson County Feeders Inc.	S	12 ^b	33.3%	0.0%	16.7%	No

Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	Natural
David Ranch	M	275 ^b	64.0%	9.8%	31.3%	No
Thomas County Feeders Inc.	H	109 ^b	53.2%	6.4%	39.4%	No
Thomas County Feeders Inc.	M	66 ^b	53.0%	4.6%	39.4%	No
Bar V Ranch Ltd.	S	21 ^b	50.0%	0.0%	23.8%	No
Beller Feedlot	H	90 ^b	48.9%	1.1%	16.7%	No
Thomas County Feeders Inc.	H	79 ^b	45.6%	16.5%	35.4%	No
Chappell Feedlot	H	25 ^b	44.0%	4.0%	20.0%	No
Chappell Feedlot	H	70 ^b	42.9%	7.1%	12.9%	No
Thomas County Feeders Inc.	H	50 ^b	42.0%	12.0%	36.0%	Yes
Chappell Feedlot	M	20 ^b	40.0%	15.0%	45.0%	No
Thomas County Feeders Inc.	H	170 ^b	40.0%	2.4%	38.8%	Yes
Thomas County Feeders Inc.	M	72 ^b	37.5%	4.2%	36.1%	Yes
Thomas County Feeders Inc.	S	59 ^b	28.8%	8.5%	54.2%	Yes
Bar V Ranch Ltd.	M	40	23.1%	7.5%	40.0%	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.cabpartners.com for a complete and current list of feedlot licensees.

