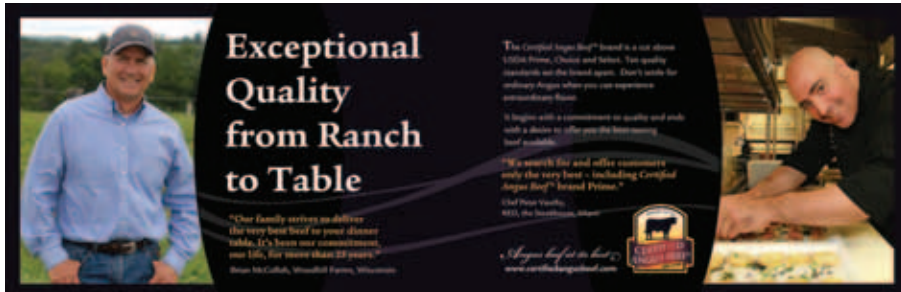




Brand News

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



Ads feature Angus ranchers

Setting the *Certified Angus Beef*® (CAB®) brand apart from other Angus programs is vitally important in the culinary world. Besides its exceptional quality specifications, the connection as the only Angus brand owned by the American Angus Association gives it a leg up on the competition. That's why CAB will continue to feature Angus cattlemen in its trade campaigns.

The new "ranch to table" campaign will feature a series of three ads, three Angus ranchers and three well-known chefs. Brian McCulloh of Woodhill Farms in Wisconsin and Mike Gebhart from South Dakota will be the first ranchers featured in nationwide print publications geared toward restaurant owners, chefs and food and beverage directors.

The ranchers are paired with chefs Peter Vauthy of Red, the Steakhouse and Davide Pugliese of Brandywine Bay in the British Virgin Islands. The ads will run in publications like *Food Arts*, *Plate*, *Restaurant Hospitality* and *Restaurant Business*.

Schiefelbein, contract manager for American Foods Group, talking about how cattlemen can get paid for high-quality cattle; Tom Noffsinger, veterinarian and independent feedlot consultant, discussing caregiver impact on cattle performance and quality; and Kevin Murphy, owner/founder of Food-Chain Communications, shedding light on the food morality movement.

More than 150 feeders and allied industry professionals gathered at the events, which honored Paul Engler during a luncheon presentation. Engler, who founded Cactus Feeders and several cattle ranches, received the 2010 Industry Achievement Award (photo). He addressed the group on the challenges ahead in Amarillo, and shared comments by video in Grand Island, which are also available on www.CABPartners.com.

Feeding Quality Forum is sponsored by Pfizer Animal Health, Certified Angus Beef LLC (CAB), *Feedlot* magazine and Land O' Lakes Purina Feed LLC.



► Paul Engler, who founded Cactus Feeders and several cattle ranches, received the 2010 Industry Achievement Award during a luncheon at a Feeding Quality Forum in Amarillo, Texas.

Feeding Quality Forum presentations available

The bottom line was the main line of discussion at the November 2010 Feeding Quality Forums in Grand Island, Neb., and Amarillo, Texas. The educational events focused on ways to increase profit by feeding high-quality cattle, and proceedings are now available at www.cabpartners.com/events/past_events/index.php.

Speakers included Dan Basse, president of the AgResource Co., speaking on protein and feedstuff market outlook; Tom Brink, president of J&F Oklahoma Holdings, on managing and hedging quality cattle; Tim

McKinnon's is CAB Proud

Winning the awards wasn't enough. To make it really special, McKinnon's Market & Super Butcher Shop had to tell customers about the success.

The Danvers, Mass., retailer received the independent retailer award at CAB's 2010 Annual Conference in Puerto Rico for promoting the brand with grill giveaways, product samplings, in-store videos and holiday raffles. It also won top retail sales-volume-per-store honors for companies with up to 10 stores.

McKinnon's has three stores, all stocked full of CAB product. Excitement at winning

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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.

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



the honor ran so high that the company used valuable space in its circular advertisement to share the award with customers last fall.

Since becoming licensed in 2007, McKinnon's has focused on selling CAB, and that has only grown as preparations continue for opening a fourth store.

Tucson Culinary Festival

October ended with a kick at the four-day Tucson (Ariz.) Culinary Festival, organized by the restaurant advertising group, Tucson Originals. The five-star event showcased culinary excellence and gave visitors the chance to sample food, wine and margaritas from 44 area restaurants while mingling with friends old and new.

Fifteen of the independent restaurants are CAB partners, including the recently licensed Chad's Steakhouse and Saloon, so the brand sponsored a Sunday highlight event. The Copper Chef Challenge attracted 500 attendees for its three "throw-downs."

Frankie's South Philly Cheesesteaks,



►The Tucson Culinary Festival showcased culinary excellence and gave visitors the chance to sample from 44 restaurants in the area.

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in October 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 ^a	Head	%CAB	%Prime	%YG1-2
Osborn Farms	H	14 ^b	71.43	21.43	57.14
Chappell Feedlot	H	14 ^b	64.29	0.00	35.71
Beller Feedlot	H	45 ^b	48.89	0.00	71.11
Beller Feedlot	H	44 ^b	45.45	9.09	63.64
Osborn Farms	S	16 ^b	43.75	25.00	43.75
Chappell Feedlot	H	16 ^b	31.25	6.25	50.00

Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2
McPherson County Feeders Inc.	M	40 ^b	60.00	0.00	30.00
Panhandle Feeders Inc.	S	147 ^b	41.50	4.08	34.69
Keeling Cattle Feeders Inc.	H	190	37.65	2.63	57.89
McPherson County Feeders Inc.	H	73 ^b	34.25	0.00	38.36

^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.

licensed since 2004, was among the winners, along with Maynard's Market and Kitchen, with its not-so-secret ingredient of CAB prime rib. Since the public got to sample the creations, everybody won. Radio and TV interviews captured the fun.

Telling the beef story

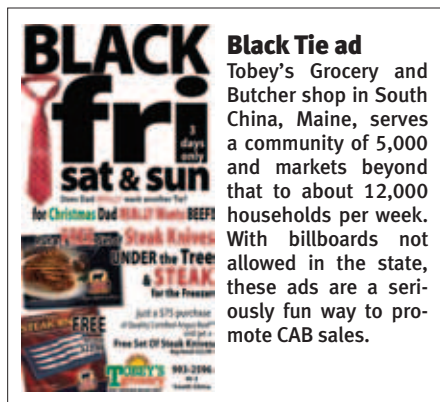
Before starting on the production segment of the CAB Master of Brand Advantages course, students — up-and-coming meat sales professionals — were surveyed to collect their impressions of a commercial feedlot. After the tour of Irsik & Doll Feedyard, Garden City, Kan., the same survey form found different answers.

CAB staff briefed feedlot managers Mark Sebranek and Jerry Jackson on the advance results to help them focus their tour presentation the first week of November. The event was helpful in developing a Cattleman's College session to be presented at the upcoming National Cattlemen's Beef Association (NCBA) convention in Denver. Here are some key before-and-after comments that show this was a worthwhile course:

Pre: Parking lot full of cattle jammed in tightly.

Post: A place to finish cattle prior to harvest. A vacation for the cattle.

Pre: A free-for-all situation, lack of organization.



Black Tie ad

Tobey's Grocery and Butcher shop in South China, Maine, serves a community of 5,000 and markets beyond that to about 12,000 households per week. With billboards not allowed in the state, these ads are a seriously fun way to promote CAB sales.

Post: "Daycare Center." It became very apparent to me that the feedlot managers are very concerned with the well-being of "their kids."

Pre: Stressful place for the animals to be.

Post: A place where cattle are fed to increase flavor in the beef they produce. I see it as a comfortable environment.

Pre: Inhumane conditions and poop everywhere!

Post: Cattle are treated great and have plenty of space to enjoy life.

Pre: Assembly line.

Post: I now know that there is a lot of care, concern and passion on the feedlots. It is not a buffet line and overcrowded living quarters.

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Cattlemen's College® session

Whether in one-to-one conversations with consumers, chefs, retailers or school children, effective communication about beef producers and beef production can go a long way in improving perceptions about the beef business. Learn from a variety of industry-led programs that engage people in the beef story Feb. 2 during Cattlemen's College at the 2011 Cattle Industry Annual Convention in Denver, Colo.

More than one payoff

Rancher Devin Stephens, Belle Fourche, S.D., has marketed cattle pretty much every

way possible — at the salebarn, on video, direct to a feedyard and retained ownership.

He says it makes no difference how they're sold, carcass quality always pays in some way.

"You have to do whatever you can to add value and differentiate yourself," he says.

A recent set of Angus-Simmental-cross heifers, sold to Chappell Feedyard, proved Stephens is accomplishing that goal. There were 37 head in all, but two separate October harvest groups qualified for CAB's 30.06 list in this issue (see Table 1, page 145). The top 14 reached 64.29% CAB, while performing well in the feedyard, too.

"They're really good, moderate-framed, deep-bodied Angus-based cattle, with pretty heavy muscling," says Tom Williams, owner-

manager of the Chappell, Neb., feedlot.

The group had a 3.9-pound (lb.) average daily gain and a feed-to-gain ratio of 6.08.

"They really do it all," Williams says.

He bought the females in April, after they were grown on a corn, silage and ground hay ration on the ranch, and had high expectations since he'd fed Stephens' cattle before.

"Although it's not always a big premium, if you can identify the quality genetics you use, you'll get a price that's on the upper side of what your weight class sells for," Stephens says. "Plus, on the female side, maternal traits and carcass quality kind of go together when you're buying bulls."



What's Cooking at CAB

With Chef Michael Ollier

New Year, new perspectives

I've never cared much for New Year's resolutions. It just doesn't make sense to wait for a date on the calendar to change the way you live! However, I am all for new perspectives. I tell you what, 2010 was certainly filled with my fair share of new angles in my work with Certified Angus Beef LLC (CAB). It's amazing to reflect on all I have learned.

More than anything, I've enjoyed gaining new perspectives on the work that you all do in the Angus business. Over the past year, I've had the opportunity to visit several Angus ranches, work with cattlemen and women across the nation and even participate in National Junior Angus Association (NJAA) events. Wow! It is truly humbling for a chef like me to get to know the people and the business that supports my love for great food.

I had another one of those great times this fall with a group of 20 other chefs. We traveled to Platteville, Colo., to the Aristocrat Angus Ranch. These chefs came from prestigious restaurants all over the nation to learn about the beef industry and the ranchers behind it, and they were blown away. Overwhelmed with the amount of planning, care, dedication and science that goes into your work, they will certainly look at the meat they prepare in a whole different light. As I watched the chefs' reactions to the ranch experience, I was again moved with respect for cattle ranchers.

In addition to the chefs, we had several media guests join us on the tour that also

took in a feedlot and packing plant. One was Claire Walter, a food blogger behind "Culinary Colorado." Read the conclusion of how she recounted her day on the ranch:

"I've always admired the hard work and dedication of the people who feed us — the farmers, the ranchers, the fishermen. What I took back to the Tofu Capital of America was a renewed regard for the cattle ranching part of the equation. Whether or not you eat meat, I would recommend a ranch visit if you ever have the chance."

"Most would not be as in-depth as the chefs' visit to Aristocrat Angus Ranch. Even if you don't ever get a guided tour, pull over next time you see cattle grazing on a pasture, their place in the American food chain, contemplate the Western lifestyle they support and enjoy the wide open spaces without yet another cookie-cutter housing development, more big-box stores, more junkie restaurants and yet another manicured office park or golf course. I'm a typical Boulder-ite in that I consume a very modest amount of red meat, but I'd much rather see the Aristocrat Angus Ranch than Aristocrat Ranch Estates."

Talk about changing perspectives! Read about her whole experience here: <http://culinary-colorado.com/2010/10/27/epiphany-on-the-ranch/>.

On the flip side, I also get the chance to gain a new view of the culinary world at these events. While we were learning about the finer points of live animal evaluations, artificial insemination and beef nutrition at

Joe's Barbeque Smoked Brisket, from Joey Saladino

We start with only the finest beef, which is the *Certified Angus Beef®* brand. We use the whole, untrimmed brisket, which is important because the extra fat cover is what makes the meat able to withstand long cooking times without drying out.

Rub the meat down with salt, pepper and minced fresh garlic, then cover with plastic wrap and refrigerate for 24 hours. Then, we slow smoke it for 18 hours over Texas post oak to give it that great Texas flavor. Keep the heat at 275° F for the first eight hours, then 175°-200° for 10 more hours.

Chef Michael's note: Obviously, not everyone has a smoker available to prepare this incredible brisket. If you're cooking just the flat of the brisket (trimmed), I recommend six to eight hours in a 275° oven. Or, you can always just order Joe's: www.joesbarbequecompany.com/catalog/.

Aristocrat Angus, we were also discussing cooking techniques, product handling and the best ways to utilize beef cuts in new recipes.

I got schooled on the art of brisket cooking from Texan Joey Saladino of Joe's Barbeque Co. After telling me all about his amazing smoked brisket, I had to try one. Joey sent a fully cooked smoked brisket to the Ohio office. I must say, that was a fine piece of meat! He was also kind enough to share his recipe for the perfect brisket. Enjoy!

That's what's cooking at CAB! Until next time,

— Chef Michael