



# Brand News

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

## CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588;  
330-345-2333; fax: 330-345-0808  
[www.cabpartners.com](http://www.cabpartners.com)

**John Stika**, president  
**Brent Eichar**, senior vice president  
**Tracey Erickson**, vice president, marketing  
**Mark Polzer**, vice president, business development  
**Larry Corah**, vice president, supply development  
**Mark McCully**, vice president, production

### SUPPLY DEVELOPMENT DIVISION

#### Kansas staff:

CAB Program Satellite Office  
1107 Hylton Heights Rd.,  
Manhattan, KS 66502  
785-539-0123; fax: 785-539-2883

**Larry Corah**, vice president  
**Gary Fike**, beef cattle specialist  
**Wendy Nichols**, office and data manager

**Kara Lee**, supply programs manager  
30731 172nd St., Leavenworth, KS 66048  
812-653-0020

#### Nebraska staff:

**Paul Dykstra**, beef cattle specialist  
782 5th St., PO Box 856,  
Chappell, NE 69129  
308-874-2203

**Miranda Reiman**, assistant director,  
industry information  
75845 Rd. 417, Cozad, NE 69130;  
308-784-2294

#### Ohio staff:

**Marilyn Conley**, administrative assistant

### INDUSTRY INFORMATION DIVISION

**Steve Suther**, director  
16360 Victory Rd., Onaga, KS 66521  
785-889-4162

#### Blogs:

Consumer-oriented: [www.GoRare.com](http://www.GoRare.com)  
Supply Development:  
<http://blackinkwithCAB.com>



#### Twitter:

@BlackInkBasics  
@CertAngusBeef



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recipe ideas, storage and handling tips, restaurant  
listings, retail store locations and cooking  
information, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

## 21st Century Beef Club

The realm of agriculture, while often referred to as “a small world,” actually comprises many partners with varying roles and responsibilities. Each has individual areas of expertise, but they become a greater whole when combined for a candid sharing of opinions.

That’s the idea behind the 21st Century Beef Club, hosted by Graham-Shields Strategic Forums. CAB joined at the “industry roundtable” for an eighth consecutive year last fall to discuss hot topics and seek out insights that could help the brand.

The discussion forum is supported by producers, feeders and partners in the allied industry and is open to all who are interested.

Mark McCully, Certified Angus Beef LLC (CAB) vice president of production, took part in market-based and economic conversations, sharing successes and a few strategies of the world’s largest branded-beef program.

“We continue to be engaged and proactive

when it comes to topics of focus surrounding animal agriculture,” McCully says. “As a company that works with all segments of the beef industry, we are able to represent the end user and consumer, as well as emphasize the value of quality beef.”

The most recent meeting — the first of its kind to include members of the beef, pork and dairy industries together under one roof — took place in Dallas, Texas. Presentations, panels and informal discussions ran the gamut from the consumer climate surrounding animal welfare to generational transitioning of businesses.

“By being present at the cutting edge of discussion, our involvement helps us further develop strategies and sharpen our tools, all the while making us more relevant to producers on our supply-development side,” McCully says.

## CAB served in the ‘Frozen Tundra’

Folks attending a Green Bay Packers football game last fall may have had to sit through some frigid weather, but they didn’t

## Corner Market stores launch CAB

With an increasing number of licensees gained each year, the importance of each new partner never diminishes. As they join in the quest to provide a quality product that stands out among consumer preferences, everyone shares in the enthusiasm.

So it was in October when Corner Market launched the *Certified Angus Beef*® (CAB®) brand in its six Mississippi retail stores.

The chain has shown a deep-seated commitment to furthering its new partnership through TV commercials, billboard advertisements and various marketing materials that highlight the brand, according to Certified Angus Beef LLC (CAB) Executive Account Manager Randy Whittemore.

He conducted in-store trainings and cutting demonstrations prior to the launch with the store’s executive team and its store and market managers.

“Corner Market is a progressive retailer with management people who are driven and passionate about high-quality beef,” Whittemore says. “The leaders have embraced the brand with enthusiasm, and will undoubtedly be contributors to increasing the presence of CAB.”



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

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Make the Certified Angus Beef® brand part of your game plan.

**festival** foods  
www.festfoods.com

Grocery & Tailgate Headquarters

**CERTIFIED ANGUS BEEF®**  
SINCE 1978

Angus beef at its best

go hungry. A six-year partnership between the brand and Skogen's Festival Foods was recently developed in conjunction with the NFL team and Lambeau Field. Signage just outside the Festival MVP deck promotes the brand and its Wisconsin partner, inviting fans to add to their excitement by enjoying CAB brand sliders.

Festival Foods Meat Department managers recently took part in a CAB training session and proudly market the brand in their stores, as well as at Lambeau.

### New Zealand hosts 2013 World Angus Forum

Known for the vast beauty of its high-mountain ranges and attractive beaches, New Zealand is a coveted travel destination for many. However, for CAB President John Stika, the island country had a draw of a different kind.

A short stay in mid-October provided the Kansas native with breathtaking views while taking part in the PGG Wrightson World Angus Forum. Hosted every four years in varying locations, the Forum brings Angus breeders and stakeholders together from many areas of the world to share their knowledge of and passion for the breed they work with and support.

Stika was among the diverse group of speakers who addressed the crowd of 500 during the four-day event. His presentation, "Brand Growth within a Recession Environment," shed light on consumer's desire for quality — with emphasis on taste — amid tough economic times.

"As producers, we need to stay focused on those areas of expertise that we bring to this equation in the supply and merchandising chain, but we can't do it in a vacuum," he said in an interview following the conference.

"We have to keep our eyes and ears open and continue to listen to the priorities that

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## Digital extras

Certified Angus Beef LLC (CAB) and the American Angus Association provide these video segments. Readers of our digital edition can click on the photo to launch the respective YouTube video. The url (www ...) for each video is also provided for our print edition readers.



Oklahoma Panhandle commercial Angus rancher Joe Mayer uses selection tools and new technology to advance high-quality goals in a drought-ravaged area once called No Man's Land. Here's the clip: [www.youtube.com/watch?v=j3FO4egWdrc](http://www.youtube.com/watch?v=j3FO4egWdrc). Mayer's operation was featured in the October 2013 *Angus Beef Bulletin*.



Allison Van Eenennaam, University of California-Davis beef geneticist, talks about research on sire prolificacy and how DNA can aid in finding the bulls that make a ranch the most money. Here's the clip: [www.youtube.com/watch?v=c4l4V\\_lyl8Q](http://www.youtube.com/watch?v=c4l4V_lyl8Q).



Nolan Stone, general manager of Kuner Feedlot in Colorado, discusses a high-tech heifer-development program this JBS Five Rivers yard recently embarked upon. Here's the clip: [www.youtube.com/watch?v=U6E4x-M6NNA&feature=youtu.be](http://www.youtube.com/watch?v=U6E4x-M6NNA&feature=youtu.be).



Nebraska feeding veteran Jim Beller talks about what has allowed him to pass his business on to the next generation: quality beef production. Here's the clip: [www.youtube.com/watch?v=uzhTNSmJLgC](http://www.youtube.com/watch?v=uzhTNSmJLgC).

consumers say they have for the products that they buy,” Stika said. “We have to begin to find out how we can intertwine those priorities into a profitability model that works in our operations, and on our farms and ranches.”

Attendees also gained information on a myriad of topics from the rise of genomics to the importance of developing and implementing a strong health plan in their herds.

**Chefs in the House**

October was fully booked at CAB’s

Education & Culinary Center in Wooster, Ohio. With holiday preparations in full swing, the center hosted the third Chef Summit. A group of 22 chefs, kitchen managers and restaurant owners representing 17 eateries around the country took part in the three-day event that focused on beef fabrication and menu ideation.

Those in attendance traveled to a local Angus farm to observe cattle and learn about the Angus breed. Additionally, the culinary masters took in a beef-cutting demonstration before getting their own hands on the product to develop exquisite dishes (pictured upper right). Participants left with a greater understanding of the brand to relay back to the consumers in their restaurants.



► Sysco Houston recently hosted its annual Fall Food Show and made the CAB brand the centerpiece. More than 500 restaurateurs and chefs from the Houston area were in attendance. CAB product was used in cooking demonstrations by local celebrity chefs. Samples were a popular feature.



**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in October 2013**

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®) brand 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 <sup>a</sup>	Head	%CAB	%Prime	%YG1-2	AngusSource
Chappell Feedlot	H	34 <sup>b</sup>	58.82	2.94	8.82	No
Chappell Feedlot	S	18 <sup>b</sup>	50.00	0.00	11.11	No
Chappell Feedlot	S	32 <sup>b</sup>	40.63	0.00	12.50	No
Pratt Feeders LLC	H	64	37.04	0.00	65.63	No

Honorable Mentions	Sex <sup>a</sup>	Head	%CAB	%Prime	%YG1-2	AngusSource
Chappell Feedlot	H	27 <sup>b</sup>	59.26	14.81	3.70	No
Chappell Feedlot	H	22 <sup>b</sup>	59.09	9.09	13.64	No
Chappell Feedlot	M	61	38.98	3.28	8.20	No
Chappell Feedlot	S	18 <sup>b</sup>	38.89	0.00	22.22	No
Chappell Feedlot	S	21 <sup>b</sup>	33.33	9.52	33.33	No

<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.