



# 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](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).

## Carnivore's delight

Beef eaters are all set to fulfill their primal instincts in New York City Feb. 2. That's when the *Certified Angus Beef*® (CAB®) brand hosts "Carnivore's Delight" at the James Beard House, where CAB is the official beef purveyor.

The brand's corporate chef, Scott Popovic, is working with six others from across the nation, including Brand Ambassadors Darryl Harmon (Water Works Restaurant & Lounge, Philadelphia) and Mark Stark (Stark's Steakhouse, Santa Rosa, Calif.) to create a hearty CAB-centric meal for diners.

The event meets two goals, says Mary McMillen, director of consumer marketing: "One is to increase our brand awareness in one of the most notable culinary destinations in America. The other is to showcase the talents of our licensed chef partners — and, of course, we want the guests to enjoy lots of great beef."

## Smashing on Forbes list

Fast-casual "better burger" chain Smashburger was recently named America's Most Promising Company by Forbes.

The 100% Certified Angus Beef LLC (CAB)-licensed chain topped the business magazine's inaugural list of 100 privately held companies with "compelling business models, strong management teams, notable customers, strategic partners and precious investment capital."

Smashburger focuses on the highest-quality ingredients and atmosphere in its stores, and each location features a signature burger for that state. Ohioans can order The Buckeye — with fried pepper rings, haystack onions, American cheese, lettuce, tomato and mayo on an egg bun.

The chain took the Windy City burger, a



Chicago-area favorite, nationwide last fall using promotional support from CAB. In-store signage, ads and more promoting the partnership with CAB, this trendsetter continued its campaign to convert the masses to a better burger.

The company has grown from a single test location in Denver to 143 storefronts nationwide. Another 450 franchise agreements are already signed, including those in Canada and the Middle East.

## NCBA goes 'Country'

The Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show, Feb. 1-4 in Nashville, Tenn., will see abounding Angus participation.

Producers can get a taste of their brand after the educational sessions of Cattlemen's College at the luncheon, opening trade show reception, evening parties and trade show events. Industry issues and agendas will be explored at committee and council meetings throughout the week.

The Association, Angus Productions Inc. and CAB will share booth space at the three-day trade show.

"Being at NCBA is a great opportunity to engage with our ranching partners and offer the latest information and tools they need to target production for the *Certified Angus Beef* brand," says Mark McCully, assistant vice president of supply development.

He says the new GeneMax™ DNA test from Angus Genetics Inc. should be a popular topic for discussion.

## Expanding brand reach

The third class of CAB-trained Brand Ambassadors completed spokesperson training in the fall. The program equips chefs and other culinary professionals with the tools to successfully execute media interviews and other opportunities.

Ambassadors focus on learning CAB history, goals and messaging. Basic media training provides a greater understanding of the entire beef industry and reinforces the ideals of beef quality. Last year's attendees included restaurant chefs, nutritionists and marketing professionals.

Graduates are prepared to speak on behalf of CAB to local and regional media and to

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



► **Above:** CAB-trained Brand Ambassadors are prepared to speak on behalf of CAB to local and regional media and customers. They learn about all aspects of the beef industry.

potential customers. They're dubbed the local experts in beef quality, expanding the brand's reach and exposure, and positioning their own restaurants, retail stores or businesses as the local meat experts.

### Ohio State hosts MBA

The brand's second class of the Master of Brand Advantages (MBA) program recently completed its meat science class at The Ohio State University (OSU) in Columbus, Ohio. The in-depth training series covers gate-to-plate education, imparting licensed distributors' sales forces with beef industry knowledge that will give them a competitive advantage.

"What I learned is really going to help me be more confident out in the marketplace talking to customers and to marketing associates," says Kelly Hoppmann, CAB specialist for Sysco Columbia. "When I'm asked a

► **Right:** Kelly Hoppmann, CAB specialist for Sysco Columbus completed the Master of Brand Advantages program's meat science class at Ohio State University.

question, I know now that I can confidently answer that question and, in turn, help their business as well as ours."

Distribution companies have noted success from past MBA graduates and continue to express interest in completing more training. The third class will begin in May with a tour of cattle ranches, feedlots and a packing plant.

### Indiana to Iowa to CAB

Harvest groups that make the Thirty-August Six (30.06) monthly honor roll feature on-target feeding and genetics to reach at least 30% CAB or Prime without incurring more than 6% discounts from outliers such as heavies, lights, dark cutters or Yield Grade (YG) 4 and higher.

Among the standouts this month are a couple of pens from Gregory Feedlot, Tabor, Iowa. One group qualified 34 of 83 steers for the brand, nearly half of which were lean YG 1 or 2. The second on-target group was from a mixed pen that came from Indiana. Twenty-six of the 41 carcasses were stamped CAB, including five CAB Prime, and more than 45% were in those leanest YG categories.



Owner Ron Alcorn, of Oakalla Valley Partnership near Greencastle, Ind., manages a diversified grain and cow-calf operation with his wife and oldest son. The family has included selection for carcass traits since about 1990.

"Overall, we aim for a balanced herd," Alcorn says. Since 2005, Oakalla Valley has been sending the fall calf crop to Gregory Feedlot as heavy yearlings.

"They always bring us high-performance cattle with good carcass numbers," says feedlot manager David Trowbridge. "They're great people, and they produce great cattle."



**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in November 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®) 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
Chappell Feedlot	S	16 <sup>b</sup>	87.50	6.25	56.25
Shaw Feedyard Inc.	H	63 <sup>b</sup>	53.97	11.11	55.56
Shaw Feedyard Inc.	H	81 <sup>b</sup>	51.85	4.94	65.43
Gregory Feedlots Inc.	M	41 <sup>b</sup>	51.22	12.20	46.34
Gregory Feedlots Inc.	S	83 <sup>b</sup>	40.96	0.00	49.40

<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.

# What's Cooking at CAB

With Chef Michael Ollier

## Back to school

This winter, I sharpened my pencils and knives, hit the books and traded my chef's toque for a studious hard hat. It was time to go back to school, and it wasn't an education in the kitchen or the classroom. Rather, we locked ourselves in a cold, cold meat lab in the foothills of the snow-covered Rocky Mountains for three days for an extremely cool learning session.

Let's backtrack to the beginning of this educational endeavor: While my experiences and opportunities as a culinary professional with Certified Angus Beef LLC (CAB) have expanded, I've become more and more curious. First, it was a meeting here with a few cattlemen like you. Then I made my first trip to a ranch, followed by a few journeys down the custom cattle-feeding bunks and packing plant lines. The more I see in the cattle and beef industry, the more I want to learn.

At first, I just wanted to know where the great beef product I was serving came from. Now, I want to know everything about it, delving deeper into the world of meat science. In doing that, I grow as a chef who better understands the raw materials I'm working with. In the past few years working for CAB, I've gone from a chef who took portion-cut steaks out of a box and onto a grill to a passionate advocate for the meat and cattle business.

I've also found meat scientists are my kind of people — inquisitive, probing, perhaps a little quirky — they have this great respect for the whole animal. They're not fancy ribeye or tenderloin snobs — no, meat scientists want to understand every little detail of every muscle that makes up that beautiful beef animal.

This is also a science that validates culinary instincts. For example, it seems to be common sense to slow-cook or braise a chuck roast. Last week, after breaking down

six full carcasses and examining each primal, subprimal and individual cut, I truly understand why, by seeing and studying each of those muscle fibers and their makeup.

It all started with a simple comment to our local meat scientist that I still craved more knowledge and understanding of the beef animal prior to its kitchen presentation. Shortly thereafter, a stack of Latin bovine

muscle names and definitions appeared on my desk, and I had been signed up for three days in the lab. What a cool (literally and figuratively) experience.

As I pored over my pre-meat-lab studies, I had several culinary

instincts validated, but also a couple of them questioned. For example... there is no such thing as a "London Broil." Really, retail stores and diners have been misleading us for decades, labeling various beef cuts as London Broil. I always assumed that was a nickname for a certain cut, but it sure wasn't anywhere to be found in my recently

read meat science books. In fact, London Broil is more of a cooking technique.

Here's a little study lesson on that topic.

### Cuts often described as a London Broil:

- ▶ **Flank Steak.** The cut credited for starting the traditional London Broil cooking technique.
- ▶ **Top or Inside Round Steak/Roast.** Lean, tight grain and inexpensive. More of this cut is being labeled London Broil than any other.
- ▶ **Shoulder, English or Arm Steak/Roast.** Flavorful and inexpensive. A winner.

### Cooking tips for this technique

Marinating will help tenderize these cuts, and the following recipe will complement the natural beef flavors nicely. Two-stage cooking is important to have a tender product. Start by searing on high, with direct heat, to a nice caramel-brown outside. Then follow with a slower finish at a lower temperature. This can

be done on a grill (charcoal or gas) with a hot spot and cooler area, or oven-cooked by broiling to start and transferring to a cooler oven to finish.

Until next time,  
— Chef Michael



## London Broil with Bourbon Marinade

### Ingredients:

2 lb. CAB® brand flank steak or arm roast, cut 1½-in. thick

### Marinade ingredients:

¼ cup bourbon whiskey  
¼ cup brown sugar  
⅓ cup soy sauce  
1 Tbs. minced fresh ginger (optional)  
1 Tbs. Lea & Perrins® Worcestershire Sauce  
2 Tbs. Dijon mustard  
2 Tbs. minced garlic  
3 Tbs. olive oil  
2 Tbs. red wine vinegar  
2 tsp. freshly ground black pepper

### Additional seasoning:

2 tsp. kosher salt  
1 tsp. freshly ground black pepper

### Instructions:

Combine all ingredients and place in a zipper-locking plastic bag with chosen cut. Seal bag, removing air. Marinate in refrigerator 6-8 hours or overnight. Remove beef and discard the marinade. Pat roast dry and season generously with salt and pepper. Grill or broil 2-3 minutes per side to brown the outside. Move to cooler part of grill or 325° F oven and cook an additional 5-10 minutes for medium rare. Let rest 5 minutes before slicing thinly against the grain.