



# Brand News

► News and highlights from Certified Angus Beef LLC,\* compiled by Emily Krueger, Certified Angus Beef LLC

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listings, retail store locations and cooking  
information, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).



## Dr. Corah Live

Facebook friends logged in for a lunch-hour question-and-answer session in December with Larry Corah, Certified Angus Beef LLC (CAB) vice president of production. Instead of taking the mic, Corah used a keyboard to answer beef production questions sent by interested ranchers and consumers from across the United States and Canada.

His career of helping producers excel spanned decades in Extension animal science before taking on that role the past 14 years with the *Certified Angus Beef*® (CAB®) brand. With that combination, he's known internationally for an ability and genuine desire to help cattlemen.

Questions ranged from the brand's participation in Canada to genomic testing and selection strategies. As an example, one asked, "With the price of corn and other commodities, have you seen a trend for cattle being marketed with shorter days on feed and, therefore, fewer qualifiers for the CAB program?"

Corah answered, "We have not. Part of that relates to the fact that even with the price of corn, the cost of gain is still below the market price. So, economically, it benefits the cattle feeder to put as much weight on the cattle as possible. This is particularly important since most cattle are sold on a grid, meaning getting as much carcass weight as possible is advantageous to the feedlot."

He added a Web link to an explanatory article. To read the full exchange and a blog summary, visit [www.blackinkwithcab.com](http://www.blackinkwithcab.com) and search "Dr. Corah."

Two virtual participants, Lindsey Farmer Lites and Janet Rippe, were randomly chosen to win CAB prizes after the live chat, the first in what may become a repeat feature as topics arise.

## New Korean BBQ line

Ethnic tastes are a rising star in American restaurants, and new items from CJ Foods, Commerce, Calif., make for easy menu additions of authentic Korean cuisine. Bulgogi from CAB knuckle, bulgogi patties from the chuck and galbi from short ribs are prepared with a proprietary and authentic barbecue sauce that ranks No. 1 in Korea, according to *nielsen.com*.

"Korean flavors are topping the trend charts," says Becky Westby, CJ Foods' senior director of sales for foodservice and ingredients. "Operators can easily introduce

authentic Korean barbecue as an appetizer or as a limited-time offer for lunch or dinner."

Recent research from Technomic says 52% of surveyed consumers prefer restaurants that offer unique or original flavors, up from 42% in the 2009 poll. Authenticity is important to 70% of them in the current study.

These Korean items fill those demands and work for all foodservice from colleges to employee dining, casual dining, fast casual, casinos and fine dining — anywhere customers crave authentic flavors.

U.S.-made and available from DOT Foods and CAB distributors in two 5-pound (lb.)

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



Bulgogi (above) from CAB knuckle, bulgogi patties from the chuck and galbi (below) from short ribs are prepared with a proprietary and authentic barbecue sauce that ranks No. 1 in Korea, according to *nielson.com*.



packages per case, they can be grilled, roasted or pan-fried, and ready to serve in minutes.

“The beauty of these products is that they can be adapted to any menu or application, from authentic Korean to fusion like Korean tacos or bulgogi pizza,” Westby adds.

The galbi is perfect for small plates or wedged in an Asian bun. Bulgogi creates a unique cheesesteak sandwich, and, when served in a traditional application with rice and vegetables, lets any operator become an expert on Korean cuisine.

CJ Foods, whose parent company is based in Korea, has been offering a wide range of food products like this in the United States since 1978, and is one of the largest distributors of Korean food products nationwide. The company’s mission, as noted at [www.cjfoods.com](http://www.cjfoods.com), is to “Spread the love of Korean food culture.”



### 2013 CAB Board of Directors

The 2013 CAB Board of Directors met at the brand’s Wooster, Ohio, headquarters for two days of business review and brand updates Dec. 10-11, 2012. Dwight “Kip” Palmer was welcomed as the new beef-industry board member from long-time retail and foodservice distributor licensee, Palmer Food Services. Pictured are (front row, from left) John Stika, CAB president; Jim Sitz, chairman; Bryce Schumann, vice chairman; (back row, from left) John Pfeiffer; Doug Schroeder; Palmer; Arlen Sawyer; Kevin Yon; and Jim Rentz. Not pictured are Richard Wilson, secretary-treasurer; and Brent Eichar, assistant secretary.

### Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in November 2012

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
David Ranch	M	19 <sup>b</sup>	63.16	10.53	57.89	No
Chappell Feedlot	H	14 <sup>b</sup>	35.71	0.00	35.71	No
Honorable Mentions	Sex <sup>a</sup>	Head	%CAB	%Prime	%YG1-2	AngusSource
Chappell Feedlot	H	246	52.00	4.88	42.3	No
Ford County Feed Yard Inc.	H	74	40.68	4.05	58.1	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.



► CAB’s growing relationship with Royal Host Co. is made possible with the help of the packer and exporter JBS and Hannan Corp., a newly relicensed distributor in the Japanese market. The three partners welcomed Royal Host Co. guests at Denver’s National Western Stock Show.

### Japan’s reopening market

More than 14,000 restaurants and grocery stores feature the CAB brand throughout the United States and in 45 countries around the world, but even with this wide reach, the limiting factor to further global brand trade is simply access.

Take Japan, for example. For the last several years, that market has been open only to beef from cattle harvested at less than 20 months of age. Despite this limited access, CAB maintains strong brand recognition and restaurant chains continue to find ways to showcase the brand through limited-time offers and special menu promotions.

Royal Host Co. Ltd., a chain and specialty restaurant company, is holding its second

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CAB brand promotion in the greater Tokyo area. It is focused on two of the company's chain restaurants, Royal Host (300 units) and Cow Boy Family restaurant with 20 units. The three-month ribeye event emphasizes the premium quality and the devoted care that goes into providing this beef from U.S. farms and ranches to Japanese consumers.

Only about 15% of the brand's supply is available to Japan under current cattle age requirements, but that is projected to move to 30 months and younger this spring, which would open that market to the vast majority of CAB product.

The return to such access will provide CAB considerable growth opportunities in Japan's market, the leading country for international sales prior to its shutdown amid bovine spongiform encephalopathy (BSE) concerns in 2004.

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During their visit, the group is meeting with ranchers who target the brand, learning about the U.S.-beef-production system and engaging with the CAB team to further develop a strong business partnership.

### Educator's Corner

Agricultural professors and others who

### Beef council partnership

Football fans were in for a treat during the Sept. 29, 2012, rivalry between the Washington State Cougars and the University of Oregon Ducks. More than 10,000 hungry tailgaters sampled CAB brand chili and received \$5 coupons to get their own at the local retailer, Quality Food Center (QFC).

A Washington ranching family, Greg and Jennifer Rathbun and their three children attended the pregame event to represent the Washington State Beef Council in this three-way co-sponsorship with QFC, the beef council and CAB.



► Greg, Jennifer, Tell, Abby and Taggart Rathbun joined CAB's Liz DeBoer at the football game in September.

The family helped distribute chili samples and connected with consumers, conveying the ranching and farming family's dedication to raising premium product.

"The Seattle game is a great example of the brand partnering with beef councils and licensed retailers," says Liz DeBoer, CAB brand marketing manager. "It was wonderful to see the strong message of great ranchers serving consumers at the game."

The large quantity of chili samples required more than 500 lb. of CAB ground chuck, and the event left tailgaters asking for more.

Leading up to game day, QFC had a monthlong Facebook promotion with a digital coupon to save \$2 when spending \$10 on CAB brand products in-store. Using their QFC advantage cards entered customers to win the Ultimate Beef Tailgating Package — including a Weber® Q® 120 grill.

The partnership continued beyond game day, with the beef council, QFC and CAB helping sponsor Chateau Ste. Michelle wines at the Seattle Wine and Food Experience in February for cooking demonstrations and more QFC coupons.

help explain concepts and technology to ranchers have a big influence on what they produce, including the supply for cattle for the CAB brand. That comes from teaching

the next generations, as well as research and sharing those findings with herd operators.

When it comes to high-quality beef information, CAB can be a great resource for statistics and figures, as well as related research reports. To assist these industry leaders with quick and easy access to helpful information, Educator's Corner on [www.CABpartners.com](http://www.CABpartners.com) was launched Dec. 1, 2012.

"There's nothing worse than needing a statistic, fact or resource and not being able to put your finger on where you saw it last," says Larry Corah, CAB vice president of production and past beef Extension and research specialist at Kansas State University.

The page showcases current research papers, CAB program history and a downloadable PowerPoint with the brand's fiscal year data. Users can order free resources from a beef grading brochure to the *Best Practices Manual*, which agricultural professors may need for producer meetings or in educational settings.

Educator's Corner, which has received positive reviews by site visitors, will be continually updated with fresh and relevant information, Corah says.