



Brand News

► News and highlights from Certified Angus Beef LLC*

Partnering with famed chef

Back in 1978, a promising young chef was graduating from the Culinary Institute of America at the same time the American Angus Association was starting its unique, specification-based branded beef program.

John Doherty went on to become, at 27 years of age, executive chef at The Waldorf=Astoria New York, where he served for 23 years, cooking for more presidents, royalty and heads-of-state than any other chef in the country. He led the hotel's famed Bull & Bear Steakhouse to become a signature licensed partner with the *Certified Angus Beef*® (CAB®) brand.

And 32 years after stepping into the premium beef world at the same time, Certified Angus Beef LLC (CAB) has announced a goodwill partnership with Doherty, to serve as a Quality Ambassador. That means he will offer his views on how to best use CAB brand products and promotions from a restaurateur perspective, represent CAB at industry



Chef John Doherty

events and provide his talents for media opportunities.

Beef producers have seen Doherty pictured with South Carolina Angus seedstock operator Kevin Yon in a 2009 advertising series along with the caption, "Angus. The real pasture to plate story."

"Chef Doherty has been such a sincere third-party advocate of the *Certified Angus Beef* brand for so many years that it gives me great pleasure to make his current 'role' official," said Tracey Erickson, vice president of marketing.

"We are pleased to continue

working together to educate upcoming and existing chefs, restaurant owners, retailers, distributors and consumers on the cornerstones of the brand — quality, consistency and integrity."

Throughout Doherty's career, he has been widely featured in the media, such as the Travel Channel, A&E and Food Network,

Cookin' in the Caymans

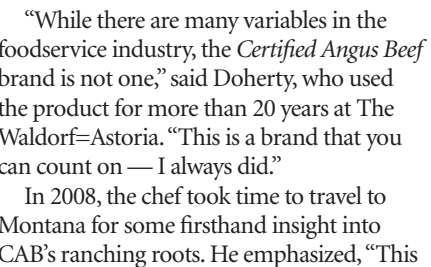
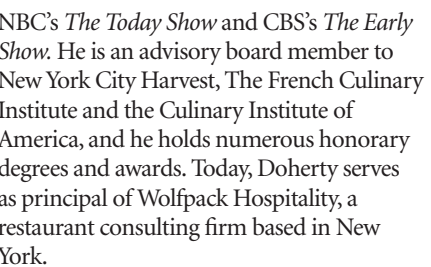
CAB Corporate Chef Scott Popovic joined world-renowned chefs Eric Ripert and Anthony Bourdain for a weekend celebrating food, wine and the natural beauty of the Caribbean at the Ritz-Carlton, Grand Cayman.

World-famous chefs, sommeliers and spirits blenders offered tastings, demonstrations, tours and dinners that celebrated the barefoot elegance that only the Cayman Islands can deliver. CAB was a sponsor of the event.

NBC's *The Today Show* and CBS's *The Early Show*. He is an advisory board member to New York City Harvest, The French Culinary Institute and the Culinary Institute of America, and he holds numerous honorary degrees and awards. Today, Doherty serves as principal of Wolfpack Hospitality, a restaurant consulting firm based in New York.

"While there are many variables in the foodservice industry, the *Certified Angus Beef* brand is not one," said Doherty, who used the product for more than 20 years at The Waldorf=Astoria. "This is a brand that you can count on — I always did."

In 2008, the chef took time to travel to Montana for some firsthand insight into CAB's ranching roots. He emphasized, "This



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.

Know the rancher
Oklahoma-based retailer Reasor's Inc. is using Angus producer profiles in its advertising campaign. CAB developed the series to tell producer stories to consumers who want to know the people behind the brand. Those profiles can be viewed at www.certifiedangusbeef.com.

REASOR'S Happy New Year!
The Right Stuff. The Right Price.
2010
We Know The Rancher
Value Pack 4 to 7 lb Pkg.
Boneless KC Strip Steaks Choice
\$4.98 lb
"If you're going to do anything, do it right!"
"I've spent the last 20 years working hard to make the best beef, the best quality, the best flavor with family discernment. Only at Reasor's!"
Angus Beef of the Year

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kind of quality does not happen by chance.” Citing the “sheer dedication of its cattlemen,” Doherty called the brand “one of America’s great success stories.”

“I look forward to continuing to tell that story to both culinary experts and those who appreciate great-tasting beef,” he said.

In it together

Kim Leeper, Wilmore, Kan., believes cattle should be profitable for every segment of the beef industry.

Mule Creek Ranch operates a 900-head commercial Angus operation.

“When the calves leave here we want somebody else to make money on them, too,” he says.

For the past three years, Lucky Lillieqvist, Pratt, Kan., has purchased those cattle, backgrounded them on wheat pasture and fed them at CAB-licensed Pratt Feeders. He says Leeper is reaching his goal.

“They’re nice cattle,” Lillieqvist says. “They



► The 2010 National Junior Angus Association (NJAA) Board of Directors and Miss American Angus visited the CAB Wooster offices in January. Pictured are (from left to right) Cody Smith, Jennifer Ann Smith, Britney Creamer, Sally Yon (Miss American Angus), Chris Cassidy, and Jacklyn Upperman. For more information on these individuals, see www.njaa.info.

cost a lot, but I like to buy the good ones.”

This past year they returned more than \$80 per head in premiums. Two harvest groups, totaling 119 head, made the honorable mentions group in the 30.06

program (see chart), both making more than 54% CAB and Prime.

Lillieqvist says he buys them again and again because he knows the calves are taken care of on the ranch. They’re born in April and May and fenceline weaned Sept. 1. It’s at least 60 days between weaning and sale date.

“When we get them all off the cows at the same time, it benefits our forage, helps with winter supplemental cost and allows our cows to bounce back quicker,” Leeper says. “As far as the calves, I really wean them to benefit the cows, and to ensure calf health for the next owners.”

And it must be working.

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Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in December 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	M	38 ^b	65.79%	18.42%	65.79%	No
Chappell Feedlot	S	12	54.55%	8.33%	41.67%	No
Osborn Farms	M	38 ^b	52.63%	0.00%	47.37%	No
Beller Corp.	H	54 ^b	51.85%	5.56%	79.63%	No
Chappell Feedlot	S	51 ^b	50.98%	1.96%	35.29%	No
Pratt Feeders LLC	S	12 ^b	33.33%	0.00%	75.00%	No
Beller Corp.	S	44 ^b	27.27%	2.27%	38.64%	No
Decatur County Feed Yard Inc.	S	13 ^b	23.08%	7.69%	23.08%	No

Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	Natural
Pratt Feeders LLC	S	99 ^b	53.54%	1.01%	65.66%	No
Pratt Feeders LLC	S	20 ^b	50.00%	5.00%	55.00%	No
Panhandle Feeders Inc.	H	130 ^b	47.69%	5.38%	40.77%	No
Chappell Feedlot	H	207 ^b	47.34%	4.35%	27.05%	No
Thomas County Feeders Inc.	S	49 ^b	46.94%	4.08%	32.65%	Yes
Thomas County Feeders Inc.	S	62 ^b	45.16%	6.45%	38.71%	Yes
Chappell Feedlot	H	158 ^b	44.30%	5.70%	32.91%	Yes
Panhandle Feeders Inc.	S	156 ^b	44.23%	1.28%	35.26%	No
Thomas County Feeders Inc.	S	277 ^b	35.74%	2.89%	30.69%	Yes
Beller Feedlot	M	77	35.14%	6.49%	62.34%	No
Beller Feedlot	M	38	33.33%	7.89%	57.89%	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.cabfeedlots.com for a complete and current list of feedlot licensees.

Farm show education



The brand joined representatives from the Pennsylvania Bermudian FFA Chapter and CAB distributor Sysco-Central PA at the Pennsylvania Farm Show in January. Samples of CAB brand products were offered to booth visitors. Interactive displays told the story of high-quality beef production from gate to plate.



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“We bring them in and don’t have any trouble with them,” Lillieqvist says. These calves were purchased at 428 pounds (lb.) and entered the feedlot weighing 890. They gained 4.79 lb. per day and converted feed to gain at 5.54 lb.

“We knew they were able to perform because we’d had them before,” he says.

Leeper keeps tabs on how his genetic and management decisions are paying off when he gets feedback from buyers, like the data he’s received the past couple years from Lillieqvist.

“I can’t improve anything unless I know how it’s coming out after harvest,” he says. “I have to commend them for sharing the information back.”

There’s no formal agreement, just an understanding that they’re working toward a common goal of producing the best product possible.

Lighter fare

Lightweight salads can add heavyweight nutrition to your diet. When choosing lighter fare, don’t forget to pack it with protein, says CAB consumer chef Michael Ollier.

“Try a salad of mixed greens and beef. Your body will appreciate the vitamins and minerals in the salad greens. And beef

Meeting the Ambassadors

The 2010 National Beef Ambassadors stopped by the Wooster office in January to learn more about the brand. The National Beef Ambassador Program (NBAP) is a competitive youth public speaking



► Pictured are (from left) Rebecca Vraspir, Ellen Hoffschneider, Malorie Bankhead, Amanda Jo Laurent, Jackson Alexander and Carol Abrahamzon (advisor).

program for the beef industry. Ambassadors educate consumers about beef nutrition, food safety and stewardship practices. Learn more by visiting www.nationalbeefambassador.org.

provides lots of ZIP — zinc, iron and protein — and several other vitamins and minerals.”

For a heartier salad high in protein and fiber, Chef Michael suggests Grilled Flank Steak with Warm Bean Salad. See the recipe at <http://recipes.certifiedangusbeef.com/recipeDetail.aspx?id=112>.



Grilled Flank Steak with Warm Bean Salad

