



# Brand News

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



► CAB staffers (from left) Melissa Brewer and Clint Walenciak joined Cargill's Nicole Johnson-Hoffman and Temple Grandin on tour with *Food Arts* writer Katy Keiffer.

## Hosting with Grandin

Cargill Meat Solutions, Fort Morgan, Colo., and Certified Angus Beef LLC (CAB) recently hosted world-renowned animal handling expert Temple Grandin and *Food Arts* magazine writer Katy Keiffer on a packing plant tour.

It may seem an odd combination, but it was a great fit for the writer who leads *Food Arts*' interest in the world of animal proteins. According to Melissa Brewer, assistant director of public relations at CAB, the tour was set up to broaden Keiffer's understanding of "big beef," and the meat industry as a whole. Keiffer, who covers trends, ideas and issues in the meat industry for the restaurateur-focused magazine, previously attended a Colorado ranch tour hosted by CAB, and was interested in learning more.

"Having Temple there to help us host Katy on the plant tour made a huge impact on her experience," Brewer says. "Temple was able to go through the plant, explain what we were seeing at each step of the way and how it was created with animal welfare in mind."

Brewer says the most important component of the tour was to connect two

industry influencers on common ground in support of the beef industry.

"This wasn't a PR (public relations) tour to hype our brand," she says. "It was really focused on telling the entire beef production story to someone whose message influences our end consumer. Then we're able to show where a branded program like ours fits in the larger industry."

## Aged to perfection

Fulton Provisions Co., Portland, Ore., recently invested in the creation of the largest dry-aging room on the West Coast.



It's stocked full of *Certified Angus Beef*® (CAB®) brand Prime, destined for El Gaucho restaurants in Portland; Seattle, Wash.; and other locations.

Dry aging is an art form, a process of storing beef in a refrigerated cooler at a specific temperature and humidity for a number of days. Two things happen: moisture evaporates creating a greater concentration of beefy flavor and taste; and beef's natural enzymes break down fibers in the muscle, tenderizing it even more.

The addition of this facility at its beef supplier ensures El Gaucho's ability to continue offering the much-coveted CAB dry-aged steak for its fine-dining patrons.

## Unwrapping possibilities with Lea & Perrins

CAB and Lea & Perrins® Worcestershire Sauce have been spotted together in grocery aisles in recent years, teaming up to push sales of both brands. Now, the two can be found online together at [www.leaperrins.com/cooking-guide.aspx](http://www.leaperrins.com/cooking-guide.aspx). The website features cooking techniques, recipes and beef cuts from the CAB brand.

## Ranchers as ambassadors

Connecting to the consumer is a hot topic any time of the year, as more and more people want to learn about the food they eat. That's especially important in the perception-rich world of branded beef.

Last fall, CAB released the Brand Ambassador Training program, an online course that takes less than 15 minutes to complete and provides a user-friendly overview of CAB specifications, business

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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).

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

model, sales objectives and success stories to empower its stakeholders with the facts.

Jerry Gustin, an Angus breeder from Gloucester, Va., completed the program after he heard about it on an industry e-wire.

“I learned a lot more about the specifications that guide the criteria for CAB quality than I ever knew before,” he says. “I didn’t realize how it always arrived at such a consistently excellent quality beef. The specifications are much more stringent than I had imagined.”

The program was unveiled on the National Angus Conference & Tour, which is where Virginia Koepke, from Edgar, Wis., heard about it.

“I knew that Certified Angus Beef wanted to offer a product superior to others, but this program brought that to light in more detail,” she says. “I also never realized how many Angus brands are out there. To the general consumer this has got to be confusing.”

After their quiz, cattlemen were invited to share a message with the brand’s nearly 14,000 partners in the United States and 46 other countries. To view or participate in Brand Ambassador Training, visit [www.cabpartners.com](http://www.cabpartners.com) and follow the link at the bottom of the page.



### Cookin’ in the Caribbean

While most of cattle country was in the cold grip of winter, the CAB brand was

sizzling as a sponsor of the 2011 Cayman Cookout, the Caribbean’s premiere culinary event. The four-day festival in Grand Cayman featured the brand at several events with a slew of celebrity chefs, including Eric Ripert, Anthony Bourdain, Susur Lee, Charlie Trotter, Rachel Allen — and José Andres (pictured, center, with CAB’s

Tara Adams and Chef Scott Popovic). Often referred to as Spain’s unofficial

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### Getting fit with CAB

CAB’s corporate chef Scott Popovic was recently featured in the February issue of *Men’s Fitness* magazine, explaining beef roasts, cooking and how to use the product in leftover dishes, while touting beef’s nutritional value to a healthy diet. The publication reaches more than 600,000 readers.

The writer was a guest at the brand’s Sonoma Wine Country weekend in California last fall, where she met and got to know Chef Popovic and the CAB brand.

ambassador to the United States, Chef José is the host and executive producer of Made in Spain, a 26-episode PBS television series focusing on Spain's wine, food and travel.

**Keeping up with the Colvins**

A well-known name in CAB history continues to interest readers and audiences. Mick Colvin, the brand's first chief executive and co-founder, was recently featured on the cover of *Homegrown Farmers and Cowboys*. Colvin and his wife, Virginia, spend most winters at their residence in Florida, where the magazine is published. To read about the man behind the brand, visit <http://homegrownpublications.net/>.

**Texas Tech intern at CAB**

Kristen Odom, a senior at Texas Tech University, is the CAB industry information intern for spring 2011. An ag communications student focusing on print

media, sales and marketing, she will produce CAB technical and feature articles, as well as news releases from print to web.

Odom was raised around the feedlot industry in the Panhandle town of Wellington, Texas. Her passion for the beef industry was a result of being active in 4-H, FFA and cattle competitions since grade school.

A member of Tech Cattlewomen and Lions Club, Odom also serves on the fundraising committee for Agricultural Communications of Tomorrow (ACT). While finishing her degree, she will complete her internship from January through May based in Lubbock, Texas.

**Striving for Prime**

When Rick Aufdenberg started selling his cattle on the grid, he realized the importance and value of producing CAB and Prime cattle.

**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in December 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 <sup>a</sup>	Head	%CAB	%Prime	%YG1-2
Performance Blenders	M	20 <sup>b</sup>	80.00	10.00	30.00
Performance Blenders	M	16 <sup>b</sup>	68.75	6.25	43.75
Beller Feedlot	S	38 <sup>b</sup>	60.53	5.26	26.32
Chappell Feedlot	H	44 <sup>b</sup>	47.73	4.55	65.91
Beller Feedlot	H	41	44.12	2.44	65.85
Chappell Feedlot	H	14 <sup>b</sup>	42.86	7.14	21.43
Chappell Feedlot	M	37 <sup>b</sup>	40.54	2.70	21.62
Chappell Feedlot	M	39 <sup>b</sup>	35.90	10.26	43.59
Beller Feedlot	S	42	35.00	0.00	47.62
Honorable Mentions	Sex <sup>a</sup>	Head	%CAB	%Prime	%YG1-2
Beller Feedlot	M	41	72.50	17.07	29.27
Performance Blenders	M	81	59.15	14.81	43.21
Beller Feedlot	S	14	53.85	21.43	21.43
Beller Feedlot	S	65	50.00	4.62	35.38
Pratt Feeders LLC	H	119	49.53	2.52	38.66
Pratt Feeders LLC	H	119	47.66	2.52	42.02
Beller Feedlot	H	41	45.00	2.44	41.46
Beller Feedlot	S	14 <sup>b</sup>	42.86	0.00	28.57
Pratt Feeders LLC	S	134	32.79	0.00	46.27
Pratt Feeders LLC	H	34 <sup>b</sup>	32.35	2.94	47.06
Pratt Feeders LLC	H	61	30.91	4.92	60.66

<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.

The Gordonville, Mo., producer finishes relatively few cattle per year compared to most of those who sell to packers. But Aufdenberg was able to sell on the U.S. Premium Beef (USPB) grid by marketing through his neighbor, the CAB-licensed Performance Blenders.

As he began to see grid results, Aufdenberg says, "I got into some registered Angus and started breeding for growth and carcass traits, especially in the marbling area."

After years of selective breeding and bull management, he now produces cattle that fit on the load at the top of the CAB 30.06 program (see chart). That 30.06 title refers to harvest groups with at least 30% brand acceptance and no more than 6% outliers.

"Rick pretty well looks for Angus if he purchases," Gerry Shinn, owner of Performance Blenders, says. "He raised a CAB Yield Grade 3 and then purchased three

head from a neighbor that would be out of registered Angus bulls in a commercial cow herd."

Aufdenberg appreciates his neighbor's helpful service. "As a compiler, they may have some owners with just one or two head on an entire truckload, so it is a way for small guys to compete in the big field."





# What's Cooking at CAB

With Chef Michael Ollier

## A touch of teaching style

Just a few moments of watching your typical cooking cable channel or “food reality show” will tell you that chefs can be stars. Many have risen to celebrity status, right up there on the “A” list with their own

shows, books, red-carpet treatment and crazed groupies. That's awesome because, as a result, so many more people are interested in their food and new ways to prepare and share it. Others can be inspired by the passion chefs have for great food.

The downside? Some up-and-comers in the business may lose sight of the proper perspective: Even if a chef grows to star status, the attitude of our business should always be that of a servant. A chef's job is to give — happiness, satisfaction and pleasure to their guests. It's the quintessential attitude of servanthood that makes a chef. That's a lesson I learned from Chef John Doherty.

He's one of the most well-respected chefs in the business, with a career full of accolades and honors. But for all his expertise in the culinary world, Chef John's greatest asset seems to be his natural teaching ability. He loves sharing and serving his food to diners, and he's great at sharing and teaching his techniques.

That's why I was so excited to work with him in February at the South Beach (Miami) Wine & Food Festival. This was a huge culinary event in Florida, and it was such an honor to work with and learn from the best.

I can't wait to turn those teaching tables this month when I lead a cooking class in Cincinnati. I'll have a group of 30-40 people join me to learn about creating savory pastries. And by pastries, I don't always mean the fluffy little strudels you find at the local bakery. I'm talking hearty comfort food like casseroles, empanadas and pot pies. I hope I can emulate Chef John just a little bit and share my love for cooking with these students.

This class will hopefully show participants how simple and enjoyable cooking can be. I want people to feel so empowered in their own cooking skills that they run to the store and buy the products they need to create the dish they've learned about. Of course, all the better when those products include the *Certified Angus Beef*® brand!

Feel free to turn those teaching tables again — be the star of your own kitchen and share a few recipes with your friends and family. Take the recipes I share here and play with them, perfect them, and make them your own. Then teach someone else to do the same! The great thing about teaching others about food is that you're honing your own

skills by examining what you're doing in the kitchen as you share.

This is the perfect time of year to try out this new Shepherd's Pie recipe. As always, feel free to call or e-mail me with any questions you have about the recipe — I am at your service. That's what's cooking at CAB.

Until next time,

— Chef Michael



## Shepherd's Pie

### Ingredients

1½ lb. CAB® ground beef, 90% lean  
1½ lb. Idaho® potatoes  
2 medium parsnips (1 lb.)  
1 Tbs. rendered bacon fat or butter  
1 onion, small dice  
1 carrot, small dice  
2 cloves garlic, minced  
1 tsp. dried rosemary  
½ tsp. dried thyme  
½ tsp. dried oregano  
2 Tbs. tomato paste  
2 Tbs. Lea & Perrins® Worcestershire sauce  
1 tsp. kosher salt  
1 tsp. red pepper flakes  
¼ cup flour  
2 Tbs. medium ground yellow cornmeal  
4 Tbs. butter  
2 Tbs. sour cream  
⅛ tsp. ground nutmeg  
10-in. cast-iron skillet

### Instructions

Peel potatoes and parsnips. Cut into 1-in. chunks, cover with salted water in a pot and boil until tender.

In a cast-iron skillet, simmer bacon fat, onion, carrot, garlic, rosemary, thyme and oregano for 5 minutes. Add ground beef, increase heat to medium and brown until no pink remains, stirring occasionally. Stir in tomato paste, Worcestershire sauce, salt, red pepper, flour and cornmeal; remove from heat and set aside.

Preheat oven to 400° F. Pass potatoes through a food mill or mash with a potato masher. Stir in butter, sour cream and nutmeg. Add salt and pepper to taste if desired. Top beef mixture with mashed potatoes, spreading evenly and to the edges. Bake until potatoes are golden, about 25 minutes.

Serves 4-6