



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. For a source for recipe ideas, storage and handling tips, restaurant listings, retail store locations and cooking information, visit www.certifiedangusbeef.com.

Labels for ground beef

Ground beef is a common and popular item in all retail stores, but Certified Angus Beef LLC (CAB) has expanded its presence in the category with the addition of four ground beef labels to its resources for partners.

Retailers can now provide more details with 80/20 ground chuck, 85/15 ground round, 90/10 ground chuck and 80/20 ground beef labels. They fit the need for nutritional information required on packages in the United States, while keeping the brand in customers' minds.

Tara Adams, CAB assistant director of marketing, says, "The new labels allow

retailers to not only showcase the brand, but also show [to] their customers that they offer a high-quality ground beef right in their self-service meatcase."

The category represents a continuing CAB growth opportunity and focus that saw a 71% sales increase over the past five years, in step with consumer demand for premium grinds, she adds.

Standouts for quality

Highlights on this month's CAB Thirty-August Six (30.06) list show everything from the large harvest groups at Darnall Feedlot to the combined pens from small herds in the

Meat Tech 101

Sysco Columbia put its sales representatives' knowledge to the test in a *Certified Angus Beef*[®] (CAB[®]) brand meat training seminar in Columbia, S.C., in December. The idea stemmed from three Certified Angus Beef LLC (CAB) specialists at Sysco Columbia, Sysco Raleigh (N.C.) and Sysco Charlotte (N.C.), as a plan to give their sales staffs more brand and meat expertise. The other two distributors will have their hometown training days in March.

Each of the specialists had been in the CAB Master of Brand Advantages (MBA) program and wanted to create a training event to simplify some of the MBA curriculum that could be put to use most easily to help others in their companies sell CAB product against the competition.

With quarters of beef shipped in from New York City, the salespeople were asked to identify cuts of beef from end to end. David MacVane, CAB assistant vice president of business development, also used the beef to teach carcass fabrication and each subprimal's potential contributions to restaurants. Knowing more about underutilized cuts aided the sales force in marketing new CAB products.

CAB staffers Amanda Wydner and Kara Wilson led sessions on product yield and brand specifications, as applied in a sales scenario.

"This truly gives sales representatives the ability to focus on CAB and become expert meat salesmen," Wilson says. "There aren't many true 'meat heads' in the industry today, and chefs want to buy beef from someone who has meat knowledge. This gives them an advantage in their market."



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

Tri-County Steer Carcass Futurity (TCSCF) fed at Bentley East Inc., Macedonia, Iowa.

At Darnall, near Harrisburg, Neb., 364 head in three groups achieved from 49% to 75% *Certified Angus Beef*® (CAB®) and Prime, with more than half of all those coming in very lean at Yield Grade (YG) 1 or 2.

The top group overall, in data reported during December, comes from 41 mixed cattle fed at McPherson County (Kansas) Feeders, with 76% CAB and Prime with 68.3% YG 1-2. Beller Feedlot, Lindsay, Neb., lights up the table with seven groups listed.

Those TCSCF cattle fed at Bentley East are some of the best, surely some of the leanest; and, more importantly, their data helped improve herds for producers from several states who send thousands of calves to that Iowa-based program every year.

The program features on-target feeding and genetics that reach at least 30% CAB or Prime without incurring more than 6% discounts from outliers such as heavies, lights, dark cutters or YG 4 and higher. Honorable mentions just miss the top list.

Grand Cayman sunsoak

Among the palm trees and white sand beaches, CAB enticed celebrity chefs and food enthusiasts alike with the taste of premium beef at the 2012 Grand Cayman Cookout.



► CAB Corporate Chef Scott Popovic (right) teamed up with celebrity chefs José Andrés, Anthony Bourdain (pictured left) and Eric Ripert at “Barefoot BBQ with Certified Angus Beef.”



As a sponsor, the brand hosted the “Barefoot BBQ with *Certified Angus Beef*,” where guests sampled CAB Natural tomahawk steaks. Corporate Chef Scott Popovic teamed up with celebrity chefs José Andrés, Anthony Bourdain and Eric Ripert.

Ripert, of Blue at the Ritz-Carlton in Grand Cayman, hosted the event featuring

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Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in December 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 ^a	Head	%CAB	%Prime	%YG1-2
McPherson County Feeders Inc.	M	41 ^b	63.41	12.20	68.29
Bentley East Inc.	M	35 ^b	48.57	0.00	25.71
Darnall Feedlot	H	118 ^b	43.22	5.93	66.10
Beller Feedlot	M	40 ^b	37.50	2.50	42.50
Beller Feedlot	H	45 ^b	35.56	2.22	57.78
Bentley East Inc.	H	51 ^b	35.29	1.96	84.31
Pratt Feeders LLC	S	44 ^b	34.09	2.27	43.18
Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2
Darnall Feedlot	S	109 ^b	64.22	11.01	50.5
Chappell Feedlot	H	29 ^b	55.17	0.00	13.8
Darnall Feedlot	H	147 ^b	51.70	7.48	59.2
Beller Feedlot	H	45 ^b	46.67	0.00	48.9
Beller Feedlot	S	41	44.74	2.44	2.4
Beller Feedlot	H	39	40.00	2.56	53.8
Beller Feedlot	H	39	37.14	0.00	51.3
Beller Feedlot	H	41	37.14	2.44	63.4

^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.



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specialties of such world-renowned chefs as Rachel Allen, Susur Lee, Michael Schwartz, Charlie Trotter and *Food & Wine* magazine's Gail Simmons. Wine and spirits experts Ray Isle, Anthony Giglio, Dennis Cakebread and Bo Barrett rounded out the expertise available during the four-day cookout.

CAB in the Miami heat

A largely international crowd tasted the finest at The Americas Food and Beverage Show in Miami, Fla., last fall, where CAB sampled and hosted educational seminars.

Maggie O'Quinn, executive account manager, presented seminars on CAB, and teamed up with the U.S. Meat Export Federation (USMEF) for a cutting demonstration.

Executive Chef Jaime Steinbrecher from the Okeechobee Steakhouse, a West Palm Beach, Fla., brand partner, provided samples of CAB New York strips and top sirloins to attendees.

Heather Hays, a CAB marketing manager, says, "A large portion of our Caribbean and Central and South American customer base was there, so the show is a way for CAB to connect with current contacts and establish new relationships." Those countries make up 9% of international sales volume.



▶ Executive Chef Jaime Steinbrecher from the Okeechobee Steakhouse, a West Palm Beach, Fla., brand partner, provided samples of CAB New York strips and top sirloins to attendees.

CAB intern returns

It seemed like fate that Emily Krueger would join the CAB team. She grew up in the brand's hometown of Wooster, Ohio, and worked on a beef operation there. She'll graduate from the Ohio State University this June with a bachelor's degree in agricultural journalism and minors in animal science and psychology.

CAB recruits interns nationwide, and few come from its backyard. But Krueger stood out, winning a spot last summer as a promotions and communications marketing intern, having already secured the spring 2012 position as industry information intern. What's more, the Ohioan has accepted a full-time post as CAB marketing specialist beginning this summer.

Meanwhile, Krueger is a Collegiate Young Farmers (CYF) president in charge of planning an annual Ohio ag industry tour, and member of Agricultural Communicators of Tomorrow (ACT). That adds to a résumé list of studying natural resource management in Australia, teaching horse riding in Maine and winning last year's American Farm Bureau Collegiate Discussion Meet.

Working from Columbus, Ohio, this spring she will write technical articles, features and news releases to help producers improve their ability to raise high-quality cattle.



► Want to see what CAB was up to in 2011? Copies of the *Brand Update* are now available. Call Customer Solutions at 330-345-0809 to order a copy.