



Brand News

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

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<http://pos.certifiedangusbeef.com>. For a source for
recipe ideas, storage and handling tips, restaurant
listings, retail store locations and cooking
information, visit www.certifiedangusbeef.com.

Hospital offers premium beef

Located less than a mile from the *Certified Angus Beef*® (CAB®) brand headquarters, Wooster (Ohio) Community Hospital recently signed on as a 100% licensee, exclusively serving CAB brand products for beef entrées in the hospital cafeteria, on patient menus and for catered meals.

The “local partnership” appealed to the hospital’s CEO Bill Sheron and dietary and nutrition manager Bonnie Willis, according to Diane DiDonato, the brand’s value-added products (VAP) special projects coordinator.

Last June, Willis and her staff visited the Certified Angus Beef LLC (CAB) Education & Culinary Center for a brand introduction and a little educational side-by-side cutting to compare the beef they featured then with CAB. The one-day collaborative meeting led to a growing partnership and the hospital’s commitment to serve top-quality beef to patients, staff and visitors.

The cafeteria now features at least one CAB-brand item every day, including VAP stars like the Advance CAB 4-oz. fully-cooked pub burger. Fresh cuts like the top sirloin, strip steak, Philly steak and beef stew are offered for patient celebration meals, such as a wedding anniversary or newborn baby, and

steak options are available for catered staff and doctor meetings.

Strong demand, reflected in the VAP division’s 16% growth in CAB fiscal 2012 sales, comes from such partnerships. The top-quality beef provides menu options that are easy to prepare and part of a wholesome and healthy diet.

A wide selection of these products meet CAB “Focus on Health” parameters such as less than 600 mg of sodium and more than 11 grams of protein per 3-oz. cooked serving. That CAB initiative began a year ago with the goal of offering healthy beef VAP options to healthcare and education facilities and businesses.

“The Wooster Community Hospital is a great example of the kind of company that benefits from value-added products and the Focus on Health initiative,” DiDonato says.

Prolific partnerships

It pays to strengthen partnerships around the globe in all sectors of the beef industry, from the farmer and rancher to the chef and restaurant owner. As CAB president John Stika says, it is only because of its partners’ hard work and leadership in the quality-



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

beef movement that CAB is relevant and successful.

The CAB Brand Ambassador program flourished from a simple idea in 2010 into special relationships that help restaurateurs, CAB and the greater beef industry.

Chef Scott Neuman's visit to Renaissance Aruba Resort & Casino is a recent example. One of more than 35 trained Brand Ambassadors, Neuman is executive chef of ¡OBA! Restaurant, Portland, Ore., the first Nuevo Latino restaurant in the Pacific Northwest.

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Neuman was invited as celebrity chef to create a menu for the Aruba resort's licensed restaurant, L.G. Smith's Steak & Chop House, and to share his culinary experience with participants and media during a demonstration there.

The Brand Ambassadors program continues to grow by engaging those who have common threads of commitment and passion to serve the highest-quality beef to their customers, and to share their beef knowledge through public relations and media opportunities.

During training, ambassadors gain access to industry-renowned meat scientists, ranching professionals and chefs equipped to assist them in menu ideation and merchandising. They learn the history and science behind the beef industry and brand, and the fundamentals of media interviewing to prepare them to share the beef industry story, the CAB story and their restaurant's story with consumers.



► Finalists went head-to-head in a heated battle for first place in the Facebook chili cook-off contest hosted by CAB in mid-January. All three were tasty, but one pot of chili had a particularly impressive flavor.

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in December 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 ^a	Head	%CAB	%Prime	%YG1-2	AngusSource
Performance Blenders	M	39	63.16	17.95	64.10	No
Will Feed Inc.	S	11	33.33	0.00	36.36	No
McPherson County Feeders Inc.	S	20 ^b	30.00	0.00	65.00	No

Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	AngusSource
Keeling Cattle Feeders Inc.	H	93	33.33	4.30	46.2	No
Ford County Feed Yard Inc.	H	151	30.07	1.32	57.6	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.

Chili challenge

CAB hosted a Facebook chili cook-off contest in mid-January.

There's something about chili on a cold winter's day that warms the soul and fills the belly with delicious comfort and warmth. Some families like their chili spicy, others prefer mild, and most will eat it either way, especially if it has bubbled in a slow cooker for hours and has cornbread, sour cream, cheese and other goodies to top it off.

Families often have long-time chili recipe favorites, and the brand wanted to help get the slow-cooker juices flowing during the winter months to see whose beefy concoction would take home the blue ribbon.

After 11 recipe posts and nearly 300 likes, brand Facebook friends Lisa Smith Fannin, Steve Evanko and *Livestock Post* made it to the final round.

The three top recipes were cooked, tasted and judged. Finalists went head-to-head in a heated battle for first place. All three were tasty, but one pot of chili had a particularly impressive flavor.

The *Livestock Post* entry garnered first-place honors and a sizzling grand prize package of four CAB ribeye steaks. According to the judges, the prize-winning chili was "rich in color, had a smoky flavor and a cohesive blend of vegetables and beef."

Licensee launch

U.S. Foodservice Oklahoma City, a new CAB partner and the only broadline distributor in the Sooner state, supplies customers with thousands of foodservice items along with their now top-quality beef products.

The business represents the 125th licensed foodservice distributor worldwide, and the 16th U.S. Foodservice company licensed with the brand.

In early January, several CAB staffers joined in with 180 from the distributor's management, sales and marketing staff for a kickoff meeting. The CAB sales, product and marketing training even included the rare treat of a visit from Angus-steer mascot, Certified Clyde.

"U.S. Foodservice-OK City maintains

CONTINUED ON PAGE 232

outstanding customer service and keeps quality top-of-mind,” says Mark Polzer, CAB vice president of business development. “We are excited and honored to partner with their talented team.”

A two-week market blitz directly followed the meeting, during which CAB and U.S. Foodservice corporate staff rode along to visit customers and learn how to convey the quality message during such visits.

Culinary women’s conference

Women of the culinary world gathered in San Francisco, Calif., Jan 16-18 for the Women Chefs & Restaurateurs (WCR) National Conference, which CAB helped sponsor for the first time, providing beef for the opening reception and lunch the next day.

Mary McMillen, CAB director of

consumer marketing who met with many influential women in the food industry, says it was a great “opportunity to network and meet the ladies who make a big splash in the

foodservice business and to provide them a wonderful eating experience with the best beef available.”

WCR members and affiliates include chefs, restaurateurs, cookbook authors, wine stewards, caterers, media personalities, hotel and hospitality managers, and other food industry experts.

Just what he was waiting for

Steve Naegler, Angus producer near Willard, Mo., didn’t have to think twice. As soon as he learned about GeneMax, the DNA test marketed by CAB that measures gain and grade potential, he knew it was going to become a part of his operation.

Naegler understands he does more than raise cattle. He is supplying beef to consumers and their families, and he wants them to have a great eating experience.

“You can’t expect people to go out to a good restaurant, pay good money and not have a steak that has great flavor and tenderness,” he says. “If you can’t turn out a good product, you’re not going to stay in business.”

Based on his enthusiasm for the new



DNA test alone, Naegler should be in business for a long time to come. Since learning about the tool last fall, he has tested all replacement heifers and is now working on the cow herd. So far, the test results have only confirmed what Naegler already believed: Producers need a better system to select their animals.

“I had kept back a group of heifers, and some of them did well, and some just did

terrible,” he says. “What really got me is I had handpicked those out of the herd.”

Over time, Naegler hopes more and more ranchers will realize the importance of producing high-quality beef because it takes volume at that high end to keep meeting the growing demand. Through GeneMax, he has set performance standards for his herd, determined to provide consumers with a product they will be happy to buy.



Listening Post in the Angus tent

The 16-day National Western Stock Show (NWSS) in Denver, Colo., began Jan. 12, and with it, the Listening Post American Angus Association tent.

Four CAB staff travelled to the show’s Yards to interact with tent visitors and answer any questions the cattlemen and women had about the brand, breeding for quality and best management practices to target the brand.

This was not CAB’s first time attending the annual show.

“From CAB’s perspective, this event is always beneficial. We get to talk with Angus breeders from all over the world, breeders that we don’t get to interact with at any other place,” says Mark McCully, assistant vice president, production.

GeneMax™ was at the center of many conversations with tent visitors, helping breeders understand the technology, learn how to use the genetic test in their operations and discover how it can benefit their businesses and customers.

CAB summer sausage was available for the taking, so many folks stopped in for a tasty treat and a quick smile and hello.

“The whole beef industry is one big family, and it’s great to visit once a year, reconnect and learn about the challenges and triumphs experienced in the field,” McCully says.

