



Brand News

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

Colvin Scholarship winners named

Five students pursuing agricultural careers have been awarded \$15,000 in Colvin Scholarships by the *Certified Angus Beef*® (CAB®) brand.

“We are honored to present these awards to tomorrow’s beef industry leaders,” said John Stika, Certified Angus Beef LLC president. “These young people are the future, and we’re happy to play even a small role in paving the way to success.”

The 2011 Colvin Scholarship Award winners are:

- \$5,000 – Jordan McHenry, Castle Rock, Colo., Colorado State University
- \$4,000 – Shannon Watson, Stillwater, Okla., Oklahoma State University
- \$3,000 – Karl Dawn Hobbs, Beloit, Kan., Kansas State University
- \$2,000 – Amy Sents, McPherson, Kan., Kansas State University
- \$1,000 – Erin Karney, Las Animas, Colo., Colorado State University

The award began in 1999 when Louis M. “Mick” Colvin retired as CAB executive director. The scholarships recognize his role in making dreams a reality and inspiring others to be their best. Colvin co-founded the CAB Program in 1978, leading the company to establish the world’s premium brand of fresh beef.

Scholarship applicants wrote an essay addressing the following: As the next generation of producers, what do you see as the significant challenge(s) facing the CAB brand and the beef industry in the next 10 years? What solutions would you offer for meeting those challenges?

Top applicant Jordan McHenry wrote, “There is an ever-increasing need to educate consumers about where food comes from, specifically animal agriculture. By ensuring



Jordan McHenry

we provide safe, wholesome beef for families, Americans will believe in the importance of agriculture. As a result of education, consumers will be better able to make informed decisions at the grocery meatcase. The *Certified Angus Beef* brand and the beef industry must meet these challenges . . .”

McHenry is a senior animal science and agriculture business major at Colorado State University and received the \$5,000 Colvin Scholarship. Upon graduation, she plans to pursue a master’s degree in meat science to prepare for a career as an industry advocate.

Shannon Watson is an agricultural economics and agricultural communications major at Oklahoma State University. She will pursue a career in agricultural advocacy through law, legislation, economic analogy and communications.

Watson plans to study abroad this spring in Sierra Leone, Africa. An active member of the Oklahoma Collegiate Cattlewomen and Agricultural Communicators of Tomorrow, she enjoys barrel racing, team roping and taking an



Shannon Watson

active role in Four Aces Cattle Connections, at Blairstown, Mo. She received a \$4,000 Colvin Scholarship.

Karl Dawn Hobbs is a senior at Kansas State University, double-majoring in agriculture education and animal science and industry production. She plans a career teaching agriculture to both high school and college students. A member of the KSU Collegiate Cattle Women and the KSU Livestock Judging Team, Hobbs received a \$3,000 Colvin Scholarship.



Karl Dawn Hobbs

Amy Sents is a senior at Kansas State University majoring in animal science and industry/pre-veterinary medicine, and international agriculture. In 2010, Sents was an international 4-H Youth Exchange representative to Germany and Switzerland, and participated in the KSU animal science industry tour to South Africa. In 2009, she was a U.S. Department of Agriculture (USDA) White House liaison intern. Sents received a \$2,000 Colvin Scholarship.



Amy Sents

Erin Karney is a junior animal science and agricultural



Erin Karney

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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.

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business major at Colorado State University. She plans to attend graduate school and earn a meat science degree. On the CSU intercollegiate meats judging team and participant in the Reciprocal Meat Conference, Karney received a \$1,000 Colvin Scholarship.

Funds for the scholarship are raised annually at the CAB Annual Conference through a golf outing and auction. The top two scholarship recipients win an all-expense-paid trip to the 2011 CAB Annual Conference in Sun River, Ore., for an opportunity to interact with leaders throughout the production, packing, retail and foodservice industries.

Sysco Houston specialist recognized as world's best

Duke Dirksmeyer, center-of-the-plate specialist for Sysco Houston, accepted the CAB brand's "Specialist of the Year" award from Gale Rhoads (left) and Mark Polzer (right). Licensed foodservice distributors like Sysco appoint at least one person on their sales staff to focus on and become an expert on CAB.



► Duke Dirksmeyer, center-of-the-plate specialist for Sysco Houston, accepted the CAB brand's "Specialist of the Year" award from Gale Rhoads (left) and Mark Polzer (right).

The award, presented in Saint Augustine, Fla., at a CAB annual foodservice seminar this winter, recognized Dirksmeyer's commitment to the brand, educating customers and driving sales.

Dirksmeyer was chosen from more than 200 specialists who present CAB to chefs and restaurant owners throughout the United States and in 45 other countries.

Texas Tech senior interns

Kristen Odom, a senior at Texas Tech



Kristen Odom

University, is the CAB Industry Information intern for spring 2011. An ag communications student focusing on print media, sales and marketing, she will work with team members in Kansas, Nebraska and Ohio to produce technical and feature articles, as well as news releases from print to web.

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Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in January 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®) 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.



Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2
Chappell Feedlot	H	18 ^b	72.22	5.56	44.44
Chappell Feedlot	H	30 ^b	53.33	3.33	33.33
Beller Feedlot	S	38 ^b	52.63	0.00	34.21
Panhandle Feeders Inc.	S	180	39.33	2.22	33.33
Panhandle Feeders Inc.	S	176 ^b	38.07	2.84	30.11
Keeling Cattle Feeders Inc.	S	59	35.48	0.00	32.20
Bassett Feeding Inc.	S	316 ^b	35.44	3.80	33.23
Keeling Cattle Feeders Inc.	M	73	35.19	1.37	36.99
Pratt Feeders LLC	S	62	32.14	0.00	43.55
Panhandle Feeders Inc.	S	118 ^b	26.27	7.63	28.81

^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.

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.

American Heart Association honors CAB

CAB was recently designated by the American Heart Association (AHA) as a Platinum Level Start! Fit-Friendly Company. It is a distinction only 271 organizations earned across the nation.

This is the second year CAB was honored as a Platinum recipient, joining the ranks of



► CAB was honored for a second year with designation from AHA as a Platinum Level Start! Fit Friendly Company.

Medical Mutual, Tupperware Brands Corp., Ocean Spray Cranberries and Duke Medical Center.

To be recognized as a platinum-level company, employers must offer physical activity options, increased healthful eating options, and promote a wellness culture in the workplace. In addition, they must implement at least nine criteria related to physical activity, nutrition and culture, and must demonstrate measurable progress related to workplace wellness.

The supposed irony of having a company dealing in red meat on such a list was not lost among the CAB culinary team, whose members say they battle the perception that beef isn't healthy on a daily basis.

"Like everything in life, the key is moderation," says CAB corporate chef Michael Ollier. "The truth is there are a lot of health benefits associated with eating beef. Beef has ZIP — zinc, iron and protein — all of which are necessary for a proper diet."

Conversations about beef

With all the work there is to do on a farm or ranch, cattle producers don't have time to spend hours in front of a computer. There may be a little time to interface each morning or evening, and some producers now carry Web-enabled phones.

That's why the CAB supply development team has entered into the "social media" scene. Under the trademarked name Black Ink®, the Industry Information Division

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branched into Facebook and Twitter, and most recently launched the “Black Ink with CAB” blog (www.blackinkwithcab.com).

The names are an extension of the Black Ink column that has run in newspapers across the country for more than decade. The messages focus on production and management ideas that can add black ink to a

ranch ledger’s bottom line, regardless of breed, color, ranch size or history.

Following @BlackInkBasics on Twitter will allow instant updates from conferences, feedlot visits, ranch tours and other production-related events. Becoming a Facebook fan of “Black Ink with the Certified Angus Beef brand” gives viewers access to the

latest data, research, news and photos that pertain to quality beef production.

Information shared on Facebook, Twitter and the blog is direct, concise and filtered to focus on beef quality and profitability. That’s a resource that can’t be beat when time is tight on the ranch.



What’s Cooking at CAB

With Chef Michael Ollier

Serving all licensees

There are more than 6,800 restaurants around the world that proudly serve the *Certified Angus Beef*® (CAB®) brand. I’d like to say I’ve visited most, or even half of them, but I’m only one man! I can tell you that I relish the time I spend in any one of them. It’s so interesting to see what other chefs do with their menus, the atmosphere of the restaurant, the clientele they attract and how they uniquely market the brand we hold in common.

Our public relations team (which includes the culinary staff) recently had the opportunity to visit The Greenhouse Tavern in Cleveland, Ohio, for an intimate experience with one of those licensees. We spent the day with owner and chef Jonathon Sawyer, eating our way through his foodie menu, learning about his culinary concepts and brainstorming ways our team can better serve all CAB restaurants.

Now, finding ways to support and promote all 6,800 licensed restaurants is a huge task. They’re all unique and have different needs. Take The Greenhouse Tavern, for example. Jonathon brings so many inventive and unique ideas to his restaurant. He’s certainly on the forefront of the culinary scene. In 2010, the Tavern and Jonathon were named in *Bon Appétit* magazine’s “Top Ten Restaurants in America” and *Food & Wine* magazine’s “Best New Chefs.” That’s a pretty cool deal.

What’s so unique about his culinary world starts with the name of the restaurant. There is literally a greenhouse on the roof of The Greenhouse Tavern. Jonathon grows a lot of his own herbs, spices and vegetables that he uses in the restaurant. He makes his own assortment of vinegars with which to cook. The Green Restaurant Association named the Tavern as its first certified “green” restaurant in Ohio because of its focus on organic and



► **Left:** The CAB public relations team spent a day with chef Jonathon Sawyer, eating our way through his foodie menu, learning about his culinary concepts and brainstorming ways our team can better serve all CAB restaurants.

environmentally friendly ingredients and practices. That includes serving CAB brand Natural products. You can feel the laid-back, grassroots-type atmosphere in everything Jonathon does at the restaurant.

Just last month, CAB, Chef Sawyer and a couple other licensed restaurants teamed up in South Beach-Miami for a huge culinary festival. One of those other restaurants was Red, the Steakhouse with chef Peter Vauthy, who’s also made quite the name for himself. Red was honored at the National Cattle Industry Convention this year with a Beef Backer Award as Innovator of the Year. Both

leaders in the business, the Tavern and Red have very different concepts. Red is a hot place on the trendy Miami food scene. It’s sleek, modern and uber-stylish. It also focuses on CAB brand Prime beef.

See, that’s the cool thing about working with our licensed restaurants. I love experiencing these different concepts that are the best in their class. Whatever that class is — going green or being red hot — these restaurants want to be the best, and that includes serving the best beef available.

It’s surprising to me how similar these chefs are to the cattlemen and women I’ve met since working for CAB. You’re all different and have unique focuses on your ranches. But what sets you apart and ahead of the pack is a desire to be the best in your business, whatever that is. I hope that means producing more high-quality beef that supplies product to the wide variety of chefs with the same drive.

That’s what’s cooking at CAB!
Until next time,

— *Chef Michael*

