



Brand News

► News and highlights from Certified Angus Beef LLC*

JOIN US FOR AN EVENING OF TIMELESS, STYLISH DINING

— RED —

119 Washington Avenue, Miami Beach, FL 33139 • 305/534-3688

Indulge your passion for real food done right when you celebrate the great Wild West's American steak paired with exquisite wines at Red, the Steakhouse. Start with a selection of excellent Loire Valley Wines on Red's rooftop, where you'll enjoy jaw-dropping panoramic views of the Atlantic Ocean, South Beach and the Miami skyline before embarking on a soul-satisfying menu featuring the finest Certified Angus Beef® brand entrees.

R S V P

Please RSVP to Christy Keener by February 3 to reserve your complimentary ticket. 330-345-2333 or ckeener@certifiedangusbeef.com



Chef Michael Symon



Chef Peter Vauthy



Florida festivities

The focus was clearly on beef for “Iron Chef” Michael Symon and Executive Chef Peter Vauthy of Red, the Steakhouse. The pair hosted a Prelude Dinner to the Food Network’s South Beach Wine & Food Festival presented by *Food & Wine* magazine in Miami, Fla., in February. Guests enjoyed an evening dedicated to the great tradition of American ranching and featuring four *Certified Angus Beef*® (CAB®) brand courses.

“I’m all about the beef,” said Symon, who presented dishes featuring “big, clean and simple flavors.”

Renowned across the culinary world and its leading publications, and famous among millions of Food Network viewers, Symon is the chef and owner of the Lola, Lolita, and Bar Symon restaurants in Cleveland. The Food Network Iron Chef since 2007 was also named Best Chef—Great Lakes Region by the James Beard Foundation in 2009.

Vauthy is credited with turning South Florida’s steak business on its side, when Red opened in 2008. He had been executive

chef at its sister restaurant by the same name in Cleveland. Both locations feature CAB brand Prime steaks.

And who better to represent the brand than the people who produce it? Several ranchers attended the event to welcome visitors. They provided accounts of life on the ranch and set a Western mood centered on their hard work and dedication to providing premium beef.

“It was truly an honor to bring together the ranchers who dedicate their lives to producing superior beef and the world-class chefs who rely on its quality,” Certified Angus Beef LLC (CAB) president John Stika said. “It’s a unique story, and we’re excited to share it.”

Exquisite beef dishes were featured throughout the festival at the brand’s booth in the Grand Tasting Village. Vauthy was joined by Davide Pugliese of Brandywine Bay Restaurant, and CAB Corporate Chef Scott Popovic.

Rewarding scholars

CAB recently awarded five scholarships to students pursuing careers in the ag industry. The 2010 awards totaled \$12,000 — \$3,000 more than last year.

The Colvin Scholarship Fund continues to grow because of the generous efforts of the brand’s licensees, such as the golf tournament and auction held each year at the CAB annual conference. Donations in 2009 were a near-record \$66,640.

2010 Colvin Scholarship Award winners include:

- \$5,000 – Lindsay Garrett, Canton, Texas, Texas A&M University
- \$3,000 – Jamie May, Randolph, Minn.,



Lindsay Garrett



Jamie May



Haley Rieff



Christopher Perry



Samantha Plaggemeyer

North Dakota State University (NDSU) \$2,000 – Haley Rieff, Bentonville, Ark., Oklahoma State University \$1,000 – Christopher Perry, Bethel, Mo., University of Missouri \$1,000 – Samantha Plaggemeyer, Fort Collins, Colo., Colorado State University (CSU)

“It’s an honor to recognize these young people, who are truly examples of determination with a commitment to succeed,” said CAB president John Stika. “They are already forging paths in the beef industry, and I’m confident they’ll continue to make their mark as beef industry leaders in the coming years.”

The Fund 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.

Applicants wrote an essay on what the brand must do to continue being the market leader.

CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588; phone: 330-345-2333; fax: 330-345-0808 • www.cabpartners.com

John Stika, president
Brent Eichar, senior vice president
Tracey Erickson, vice president, marketing
Mark Polzer, vice president, business development
Larry Corah, vice president, supply development

SUPPLY DEVELOPMENT DIVISION

Kansas staff:

CAB Program Satellite Office
 1107 Hylton Heights Rd.
 Manhattan, KS 66502
 phone: 785-539-0123; fax: 785-539-2883
Larry Corah, vice president

Gary Fike, beef cattle specialist
Wendy Nichols, office and data manager
Lance Zimmerman, supply development marketing manager

Nebraska staff:

Paul Dykstra, beef cattle specialist
 782 5th St., PO Box 856, Chappell, NE 69129
 308-874-2203
Miranda Reiman, industry information specialist
 75845 Rd. 417, Cozad, NE 69130; 308-784-2294

Ohio staff:

Mark McCully, assistant vice president; supply development director
Marilyn Conley, administrative assistant
Laura Nelson, industry information specialist

INDUSTRY INFORMATION DIVISION

16360 Victory Rd., Onaga, KS 66521
 phone: 785-889-4162

Steve Suther, director

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.

Lindsay Garrett wrote, “The *Certified Angus Beef*® brand must maintain its strict quality standards and the 10 stringent qualifications now in place. The program and the Angus breed have made a commitment to quality. I believe it is paramount to the future success of the brand to maintain that trust with the consumer, ensuring a positive eating experience.”

She also recommended expanding the marketing focus to a younger generation of beef eaters and telling consumers how America’s farmers and ranchers are committed to quality. Garrett, an ag communications major, plans a career in public relations, promoting agriculture and beef production.

Jamie May is a senior ag communications major with an advertising minor. Upon graduation, she plans to pursue a career that enables her to promote the ag industry. With a background in both 4-H and FFA, May is an NDSU Agriculture Ambassador, member of the Saddle & Sirloin Club, NDSU Judging Club and Agriculture Communicators of Tomorrow (ACT).

Haley Rieff is a senior ag communications major. She is currently pursuing options

Cayman Cook-out



CAB Corporate Chef Scott Popovic joined celebrity chefs Eric Ripert (left) and Anthony Bourdain (right) for a weekend celebrating food, wine and the natural beauty of the Caribbean at the Ritz-Carlton, Grand Cayman. CAB was an event sponsor.

for her master’s degree in business administration, public relations broadcast news or marketing. Rieff received the National Junior Angus Association (NJAA) Outstanding Leadership Award and is also active in numerous community organizations.

Christopher Perry, a senior animal science

major, plans a career in veterinary medicine. Perry’s focus will be food animals, specifically beef cattle and swine. He also plans to work in production agriculture, continuing his family farm and a herd of centennial Angus cattle.

Samantha Plaggemeyer is a senior animal science major. She plans to attend graduate school in meat science, focusing on beef research. Plaggemeyer is a leader on the CSU Seedstock Merchandising Team and Animal Sciences Executive Council and past president of Collegiate CattleWomen.

Love Me Tender

Just in time for Valentine’s Day, Romano’s Macaroni Grill locations added CAB brand tenderloin to the menu. The prized cut was featured in two dishes — an 8-oz. center-cut filet and skewered, aged beef tenderloin.

“We pride ourselves on using the freshest, highest-quality ingredients possible as we embrace the Italian Mediterranean style of cooking found along Italy’s coast,” said Antonio Iocchi, director of culinary research and development for Romano’s Macaroni Grill. “The quality of the *Certified Angus Beef* brand tenderloin is an ideal fit for our menu, which features simple recipes that let the natural flavors come through. Each dish is simply seasoned and exceptionally flavorful.”

The restaurant serves delicious and flavorful Italian Mediterranean food in more than 200 locations worldwide. For more information, visit www.macaronigrill.com.

Nominations sought for CAB awards

Angus producers are fortunate to be able to work with a breed that does it all, from the cow herd to the consumer’s plate. But some producers are truly visionary in their ability to work across all sectors to realize the breed’s

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



| Honorable Mentions | Sex ^a | Head | %CAB | %Prime | %YG1-2 | Natural |
|------------------------|------------------|-----------------|--------|--------|--------|---------|
| Beller Feedlot | M | 13 | 100.0% | 0.0% | 38.5% | No |
| Chappell Feedlot | S | 40 ^b | 75.0% | 7.5% | 27.5% | Yes |
| Chappell Feedlot | H | 10 ^b | 70.0% | 10.0% | 30.0% | No |
| Chappell Feedlot | H | 10 ^b | 70.0% | 10.0% | 0.0% | No |
| Chappell Feedlot | S | 93 ^b | 68.8% | 18.3% | 21.5% | Yes |
| Chappell Feedlot | M | 24 ^b | 58.3% | 0.0% | 12.5% | No |
| Bassett Feeding Inc. | H | 179 | 58.0% | 0.0% | 39.1% | No |
| Panhandle Feeders Inc. | H | 129 | 53.3% | 3.3% | 55.0% | No |
| Chappell Feedlot | S | 92 ^b | 53.3% | 2.2% | 29.4% | Yes |
| Beller Feedlot | M | 33 | 50.0% | 0.0% | 0.0% | No |
| Panhandle Feeders Inc. | S | 105 | 45.4% | 3.1% | 58.1% | No |
| Beller Feedlot | H | 31 ^b | 45.2% | 0.0% | 32.3% | No |
| Pratt Feeders LLC | H | 76 | 40.4% | 0.0% | 54.0% | No |
| Bassett Feeding Inc. | S | 71 | 40.0% | 0.0% | 12.7% | No |
| Will Feed Inc. | M | 99 | 38.8% | 0.0% | 38.4% | No |
| Pratt Feeders LLC | S | 68 | 38.5% | 0.0% | 44.1% | No |
| Pratt Feeders LLC | S | 17 ^b | 35.3% | 0.0% | 70.6% | No |
| Bassett Feeding Inc. | H | 172 | 30.4% | 0.0% | 45.9% | No |
| Pratt Feeders LLC | M | 10 ^b | 30.0% | 0.0% | 40.0% | 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.

potential in high-quality beef production.

Through two Annual Conference awards, Certified Angus Beef LLC (CAB) recognizes those who Commit to Excellence, typically working with a feedlot to sell finished cattle to a CAB-licensed packer. Each year, CAB solicits nominations for the seedstock and commercial awards. The seedstock award honors a producer for commitment to finding and multiplying superior Angus

genetics that enhance carcass traits. The commercial award goes to the producer who shares that broad vision, seeks advice from others and makes continual improvement all the way from cow to finished beef.

Since 1992, only 36 producers have received the Commitment to Excellence Awards. This year one of the additions to that list could be someone you work with in a business relationship.

Eligible candidates must have a record of measuring genetic and management criteria, and acting upon the information to better

drive the supply of *Certified Angus Beef*[®] brand product. Additional consideration is given to producers who have been directly involved with CAB in its various programs and licensed feedlots over the years.

Nominations, due May 1, can include detail on anything considered relevant. They should contain the producer name and contact information, type and size of operation, number of years postweaning data has been gathered, years linked to nominator's operation,

and years involved with any specified CAB projects.

Winners will be selected and contacted, along with nominators, by June 1. CAB will produce feature stories about the individuals, who will receive an expense-paid trip to the company's annual conference in Puerto Rico Sept. 30-Oct. 2.

To see a list of past winners and submit nominations, visit www.cabpartners.com/producers/awards.php, contact Marilyn Conley at 1-800-225-2333 or e-mail mconley@certifiedangusbeef.com.

Tarleton Texan interns with CAB

Julie Vrazel, a senior in ag services and development at Tarleton State University in Stephenville, Texas, is the spring intern for CAB Industry Information. Growing up in the rural Czech community of Marak, Texas, Vrazel first learned to love agriculture from her dad and also through FFA and 4-H. She's active in just about every relevant ag communications and honors organization at Tarleton, and has been especially busy preparing for the 2010 National Ag Communicators of Tomorrow Professional Development Conference at the University. Her work will appear in publications across the U.S., including the *Angus Journal*.



Beard House Dinner



Chef Peter Vauthy of Red, the Steakhouse, and Chef Brett McKee of the Oak Steakhouse, prepared a CAB brand meal at the James Beard House. Both restaurants are licensed partners serving CAB brand Prime.