



Brand News

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

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

Nebraska staff:

Paul Dykstra, beef cattle specialist
782 5th St., PO Box 856,
Chappell, NE 69129
308-874-2203

Miranda Reiman, assistant director, industry information
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

Blogs:

Consumer-oriented: www.GoRare.com
Supply Development:
<http://blackinkwithCAB.com>

Twitter:

@BlackInkBasics
@CertAngusBeef

Find us on Facebook:

- www.facebook.com/BlackInkBasics
- www.facebook.com/pages/Certified-Angus-Beef-brand/18349378739

To order CAB merchandise, visit <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.

Winners in South Beach

Out of 83,486 entrants, Christine Bustard of Bridgewater, Mass., won the *Certified Angus Beef*® (CAB®) brand sweepstakes trip to Miami, Fla., Feb. 23-26. Those were the destination and dates for the Food Network South Beach Wine & Food Festival presented by *Food & Wine*.

Bustard and her husband joined CAB at the Fontainebleau Miami Beach presents *Wine Spectator's* Best of the Best sponsored by Bank of America. Chefs Craig Deihl of Cypress in Charleston, S.C., and Peter Vauthy of Red, the Steakhouse in Miami, represented CAB there.

While 44 chefs prepped for that event, CAB staff served burgers to allow for more mingling, as the chefs considered choosing the CAB brand for their beef dishes, through cosponsor and official protein provider Sysco Specialty Meat Cos.

The sweepstakes winner also attended The Flavors of Flay presented by the CAB brand. Hosted at The Oasis at the Raleigh Hotel, the event brought together executive chefs from all of celebrity chef Bobby Flay's restaurants.

Deanna Walenciak, CAB director of marketing, summed up the experience as "one of the hottest culinary events of the year. Being a part of it keeps CAB in front of many leading chefs who are setting trends for the culinary industry. It is an honor to have them showcasing the premium products of America's great cattle ranchers."

Annual Meat Conference

CAB joined retail, packer and processor partners at the retail-specific Annual Meat Conference in Orlando, Fla., Feb. 19-21, showcasing the brand in welcome and product-tasting receptions.

Carnivore's Delight ... delights

Bringing together people from across the food industry, Certified Angus Beef LLC (CAB) hosted chefs, restaurant operators, retailers and media for a Carnivore's Delight dinner at the historic James Beard House in New York City.

Mary McMillen, director of consumer marketing, says it all worked because CAB could "engage valued licensed partners, build media relationships and continue to enhance other brand relationships within retail and foodservice."

Media in attendance included "CBS Sunday Morning," *GQ*, *Restaurant Business*, *Martha Stewart Living*, *Travel + Leisure* and *Conde Naste Traveler*.



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

The welcome reception, sponsored by CAB and Tyson, featured a sampling of premium middles, including CAB Prime tenderloin, CAB Natural spinalis and CAB split strip loins.

For the product tasting, the brand focused on case-ready products such as the Freirich fresh-marinated CAB London Broil. That strategy helped present other retail solutions outside of middle meats.

“Annual Meat Conference brings together all facets of the retail industry, the ideal opportunity for the brand to highlight new products and innovations,” says Tara Adams, CAB assistant director of marketing.



▶ Holding the meat cleaver is the company's senior vice president, Brent Eichar. On his left is Vice President Tracey Erickson, and on his right is Wooster, Ohio, Mayor Robert Breneman.

Ribbon cuttings and cleavers

A grand opening is scheduled for May, but the Chamber of Commerce and a couple hundred local friends celebrated a ribbon-cutting ceremony at the CAB brand Education and Culinary Center in February.

The facility will give hands-on training to the brand's 12,300 retail and foodservice partners. It includes a state-of-the-art kitchen and meat-processing area where chefs and beef experts can work side-by-side with licensed partners. There's ample space for chefs to create new menus and CAB brand recipes.

A meat fabrication area is the hands-on resource that will allow visitors to break down a side of beef and better understand where cuts come from, then throw them on the grill for tastings. Meeting spaces customized with audio-visual technology make for great interactive training, educational sessions and more. Hospitality areas foster networking, idea sharing and casual discussions.

Gulf West at festival

Brand Ambassador Chef John Havens from the Gulf West Co. participated in the Riyadh Food Festival in Saudi Arabia, demonstrating to national ambassadors of seven countries how CAB continues to grow within the Middle East markets. Gulf West has been licensed for a year, growing CAB sales and brand recognition throughout the region.

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in January 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
Chappell Feedlot	H	22	56.25	0.00	40.91
Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2
Chappell Feedlot	S	14 ^b	57.14	0.00	14.3
Beller Corp.	H	41 ^b	36.59	12.20	17.1
Pratt Feeders LLC	M	31 ^b	35.48	0.00	38.7

^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.

Meat nerds ‘like’ media nerds

Brand partner Great Performances, headquartered in New York City, is the official caterer for the Facebook offices there. That relationship led to a unique opportunity for CAB to present a lunchtime session to the Facebook staff.

CAB Corporate Chef Scott Popovic joined Mary McMillen, director of consumer

marketing, to engage the audience with general beef information and specifics about the brand, while they enjoyed a succulent CAB brisket chili served on a marrow bone.

It was a way to “put the brand in front of a media-savvy audience who were obviously hungry” for both information and beef, says McMillen.

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► CAB Director of Consumer Marketing Mary McMillen signs the Facebook wall during the CAB lunchtime session at the company headquarters in New York City.

To relate to that unique staff, she and Popovic used a Facebook-style quiz called, “What kind of steak are you today?” Participants could decide if they were a ribeye, strip, filet, sirloin or porterhouse steak.

South Korea exploration

A recent free-trade agreement (FTA) between the United States and South Korea has opened up new prospects for the brand in the beef export market.

CAB International Director Geof Bednar and Emily Agle, marketing manager, traveled to Seoul to meet with distributors, packers and new licensees in the South Korean capital.

While there, Agle and Bednar trained staff and launched foodservice distributor

K-Meat, then met with distributor Donga Foods. Many foodservice distributors in South Korea have small retail shops in the front room of their offices, as well as their own restaurants.

“This market offers tremendous opportunity, yet still struggles with the after-effects of BSE (the bovine spongiform encephalopathy incident that closed many export doors nine years ago). The plan moving forward will be to increase CAB brand presence and help consumers recognize the safety of the brand and U.S. beef,” Bednar says.

South Korea sells about 6 million pounds (lb.) per year of CAB product, mostly from the chuck and round, ranking fourth in international sales.



► CAB International Director Geof Bednar and CAB Marketing Manager Emily Agle traveled to South Korea to train staff and launch K-Meat.

Young program, top results

Dale “Slim” Clark of Etna, Wyo., says a combination of selective sorting and feed efficiency helped his cattle reach the CAB Thirty-Aught Six (30.06) list. The CAB monthly honor roll distinguishes cattle harvested at 30% or more CAB and USDA Prime, with no more than 6% outliers (see Table 1, page 153).

Clark says his Slim Ranch is new to the business, and his beef program is “in its infancy.” Even so, the 22 heifers harvested at an impressive 56% CAB and 41% Yield Grade (YG) 1 or 2.

“Their carcasses were excellent, the performance was good, and they were very lean while still having the grade,” says Tom Williams, owner and manager of Chappell

(Neb.) Feedlot, where Clark finishes his cattle. “So, a pretty impressive set of heifers.”

The two have worked together for several years, and Clark says the feedlot helps him gain maximum profitability.

“I’ve really been pleased in the situation and how they market,” he says. “This ultrasound method for marketing, that really enthuses me.”

Clark aims to “get cattle feed-efficient” and prefers relatively light finishing weights of around 1,100 lb. This group of cattle was on target with an average daily gain (ADG) of 3.6 lb. and feed-to-gain conversion at 6.4-to-1. Along with on-target feeding, sorting and ultrasound, a strong dose of “good luck” aids his cattle’s success, he chuckles.

