



Brand News

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

CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588;
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
Mark McCully, vice president, production

SUPPLY DEVELOPMENT DIVISION

Kansas staff:

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

Larry Corah, vice president
Gary Fike, beef cattle specialist
Wendy Nichols, office and data manager

Kara Lee, supply programs manager
30731 172nd St., Leavenworth, KS 66048
812-653-0020

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:

Marilyn Conley, administrative assistant

INDUSTRY INFORMATION DIVISION

Steve Suther, director
16360 Victory Rd., Onaga, KS 66521
785-889-4162

Blogs:

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



Twitter:

@BlackInkBasics
@CertAngusBeef



Find us on Facebook:

• BlackInkBasics
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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.

Black hide pride

Excitement built for months leading up to the February gathering. The energy felt nearly tangible during the awards ceremony, as more than 160 guests sat on the edge of their seats to hear the first Black Hide Club members announced.

One by one, Mark Polzer, Certified Angus Beef LLC (CAB) vice president of business development, revealed the licensed foodservice distributors who won this first honor.

Thirty-four companies earned membership for exceptional leadership marketing and promoting CAB.

“Each honoree excels in unique ways, but one notable quality across all winning businesses is their commitment to the *Certified Angus Beef*® (CAB®) brand,” says Polzer.

Also honored that night were Kevin Newman of U.S. Foods San Diego, Specialist of the Year, and Bill Pinto of Sysco Philadelphia, New Performer of the Year.

The ceremonial dinner topped off a two-day specialist seminar in Cleveland, Ohio, where foodservice distributor partners enjoyed a four-course, beef-centered meal provided by local culinary experts.

The meal wasn’t served in a typical banquet hall. Rather, the city’s character was brought to life as attendees ate in the main lobby of the Rock and Roll Hall of Fame.

The rock ’n’ roll theme pulsed throughout the event’s sessions, where attendees heard beef market and CAB updates, learned about new tools to help meet customer needs and drive sales, were introduced to new value-added products, and enjoyed fellowship among colleagues.

Brand, updated

A lot happens in a year, and 2012 was no exception. Capturing the highlights, *Brand Update* is an annual publication compiled to celebrate and share CAB partners’ success stories. The 16th edition was made available in February.

Jennifer Schertz, CAB communication and media manager and managing editor of the nearly 40-page project works with the team to gather and recap the most notable stories.

“The opportunity to highlight our partners’ creativity and passion is absolutely humbling,” says Schertz, who worked for months to gather and write content. “Being able to share all of these success stories renews my appreciation for the community behind the brand.”

Key features included the basis for fiscal-year sales growth, reshaping beef education with hands-on and interactive learning, value-added products added to retailer shelves, sharing the ranch experience, the brand ambassador program growth, global

event participation and international victories.

‘Woman of Influence’

For the past 21 years, Tracey Erickson has had a significant hand in CAB’s growth in the food world.

From her guidance during CAB’s entry into male-dominated foreign markets in the early 1990s to her direction of the well-crafted marketing initiatives for global presence, Erickson has been a trailblazer in the beef industry.

The CAB vice president of marketing was recently announced as one of this year’s “Women of Influence in the Food



Tracey Erickson

Industry” by Griffin Publishing. The recognition program is supported by individuals and companies throughout the food industry that appreciate achievement and innovation.

“I’m deeply honored to be selected to this list of honorees,” Erickson says. “It means a great deal that my peers saw it fitting to

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



2013 Black Hide Club members:

Blue Ribbon Meats Inc.
 Buckhead Beef Co.—Atlanta
 Comercial Norteamericana—Cancun
 Comercial Norteamericana—Guadalajara
 Comercial Norteamericana—Monterrey
 Comercial Norteamericana—Vallarta
 Gordon Food Service—British Columbia
 Gordon Food Service—Montreal
 Gordon Food Service—Quebec
 Macgregors Meat & Seafood Ltd.
 Neesvig's Inc.
 Newport Meat Co.

Performance Foodservice—Middendorf
 Performance Foodservice—Virginia
 Quality Meats & Seafood
 Southern Foods Meat & Seafood Solutions
 Sysco Baltimore LLC
 Sysco Boston LLC
 Sysco Central Texas Inc.
 Sysco Cleveland Inc.
 Sysco Columbia LLC
 Sysco Houston Inc.
 Sysco Jacksonville Inc.

Sysco Lincoln Inc.
 Sysco Montana Inc.
 Sysco Philadelphia LLC
 Sysco Ventura Inc.
 To-Le-Do Foodservice
 Triple J Five Star Wholesale Foods—Guam
 US Foods—Denver
 US Foods—Lubbock
 US Foods—Phoenix
 US Foods—San Diego
 US Foods—Tampa

nominate me. This business has provided wonderful opportunities to meet and work with an amazing network of ranchers, distributors, retailers and restaurateurs — each of them influencers in their fields — who have taught me so much. I'm proud to have had a part in their success with the *Certified Angus Beef* brand.”

Erickson joined CAB in 1992 after completing her graduate studies at Colorado State University. She assumed the newly created role of Director of International — and was the only employee in the division.

In her post, the Farmingdale, N.Y., native worked diligently to grow partners in the North American and Asian markets — where women and beef weren't exactly the norm.

“Twenty years ago, a young female traveling alone in the Asian market was a bit unique,” she says. “Honestly, I never felt it was a roadblock — just something to be aware of. I was interacting with folks who had not dealt with many women in a professional setting, so it was an opportunity to open doors. I felt fortunate to be given this opportunity.”

Today, Erickson oversees marketing initiatives that reach into 46 countries.

Livestock show co-sponsorship

CAB is involved in many events around the world that support licensed partners and



bring value to their beef business. Food shows and festivals are just a few examples.

Once in a while, the brand has the chance to connect these sponsorships with Angus cattle producers.

The Houston Livestock Show and Rodeo is one such event, the world's largest livestock show dedicated to benefiting youth and facilitating better agricultural practices.

For the second consecutive year, CAB teamed up with co-sponsor Sysco Houston, a foodservice distributor that takes pride in high-quality beef and community involvement.

“This is a great way for CAB to contribute to the youth of this industry and future of agriculture, as well as collaborate with our long-standing partner,” says Erin Mohler, CAB marketing specialist.

Goodie bags with steak strips, work gloves and informative flyers were distributed to the 180 steer and heifer show exhibitors. The champion steer and heifer showmen received a framed Angus print.

Personal connections between young showmen, producer families and CAB make the sponsorship impactful, says Mohler.

“The champion steer winner was very excited to win the print, and his parents were thrilled because his grandparents were Angus ranchers.”

A ribeye breakfast fit for a cowboy appetite fed 1,500 buyers and auction committee members prior to the steer auction, complete with CAB signage and branding.

Derrick Collins from the American Angus Association joined the fun to gather video interviews for *The Angus Report*. He captured comments from the Angus steer champion, Duke Dirksmeyer of Sysco Houston and Connard Barker, president of the steer auction committee.

Among other Sysco Houston and CAB-sponsored events throughout the February and March show was the World Championship BBQ contest, Salute

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the Troops Day and the Sysco Houston Hospitality Suite.

Hear it from the chef

When looking for answers, the first place to turn is to the experts, those whose professions revolve around the issue at hand and have years of experience.

Now available for licensed partners to share with their restaurant customers is a quick-hitting testimonial video. It captures renowned chefs endorsing CAB's reliable quality and its benefits that lead to business success and customer satisfaction.

From one chef to another, the short clip provides comments from five brand ambassadors and famous culinary professionals.

Featured chefs include Rory Schepisi of Boot Hill Saloon & Grill (Vega, Texas), Craig Deihl of Cypress (Charleston, S.C.), Govind Armstrong of Post & Beam (Los Angeles, Calif.), Cindy Hutson of Ortanique Cuisine of the Sun (Miami and Grand Cayman), Ric Rosser of Saltgrass Steakhouse (Houston, Texas), and Mark Stark of Stark's Steakhouse in Santa Rosa, Calif.

DNA test opens eyes

Buying top-end bulls is an investment, and one Lyle Gossling intends to maximize.

Birthday steak

Fox 8 News Cleveland morning meteorologist Scott Sabol celebrated his birthday on March 7 with candles, cake and birthday steaks.

Presented on a butcher-block cutting board, Michael Ollier, CAB corporate chef, surprised Sabol during a live morning cooking segment with 2-inch-thick ribeye cowboy steaks.

"I can't think of a better way to celebrate my birthday; forget about the whole cake thing ... but steak, one of my favorite foods," Sabol commented on-air.



Prior to the gift reveal, viewers learned how to cook these steaks on the stovetop and in the oven during cold winter months.

Ollier, along with his colleague and fellow corporate chef, Scott Popovic, travel the country to support partners in their local markets and participate in TV cooking segments throughout the year. They bring how-to tips and recipes to consumers, so viewers can enjoy beef with family and friends in the comfort of home.

The Decorah, Iowa, cattleman has been a customer at Pine View Angus of nearby Manchester for a number of years because he can find the combination of maternal and end-product traits that fit his cow herd.

Gossling typically sells all his steer calves to a neighboring farmer-feeder.

"We're working together to get carcass data," he says.

The female penmates are sold in Pine View's commercial heifer sale. As he was pulling samples to verify they're free of PI-BVD and tagging this year's offerings, Gossling decided to collect the blood samples to run the GeneMax commercial DNA test, too.

"If I'm going to pay that kind of money for genetics, I wanted to make sure it was in there — and it was in there in spades," he says of his results. Gossling says it helped him validate his past bull purchases and also gave him one more way to set his heifers apart from others that were selling that day.



Given the relative newness of commercial DNA, he's not sure if it helped influence buyers or not, but "some guys did ask to see the results."

Regardless, Gossling says it's going to help him as he moves forward.

"It sure did open my eyes and will make it impossible for me to keep a replacement heifer that isn't tested. You can't physically stand on the outside of a pen and tell what's in there," he says. "I have a never-ending thirst for genetic information, and I just think all that you can know is going to help you in the future."

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in February 2013

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
Chappell Feedlot	S	14 ^b	64.29	21.43	28.57	Yes
Chappell Feedlot	H	26	52.00	0.00	11.54	No
Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	AngusSource
Chappell Feedlot	S	39 ^b	79.49	0.00	7.7	No
McPherson County Feeders Inc.	S	47 ^b	61.70	2.13	25.5	No
Keeling Cattle Feeders Inc.	M	92	46.30	6.52	42.4	No
Pratt Feeders LLC	M	60	41.82	0.00	76.7	No
Ford County Feed Yard Inc.	S	58	41.30	0.00	34.5	No
Keeling Cattle Feeders Inc.	H	122	38.46	5.74	47.5	No
McPherson County Feeders Inc.	S	26 ^b	38.46	0.00	38.5	No
Pratt Feeders LLC	S	152 ^b	35.53	1.32	32.9	No
Pratt Feeders LLC	S	118	35.19	0.00	50.8	No
Ford County Feed Yard Inc.	S	142	34.21	2.11	49.3	No
Ford County Feed Yard Inc.	S	106	30.69	0.94	37.7	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.