



Brand News

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

Culinary school connections

Two of America's premier culinary institutes continue to look to the *Certified Angus Beef*® (CAB®) brand as the information source on quality beef. The brand recently connected with students and faculty from the Culinary Institute of America (CIA) and Johnson & Wales University.

A 28-day dry-aged, 48-ounce (oz.) CAB Prime porterhouse steak was the centerpiece at the 2011 "Black Truffle Winter Dinner" in New York City. The event was a fundraiser for the institute, featuring popular alumni chefs. Long-time CAB-licensed partner DeBragga & Spitzer supplied the impressive steaks to Chef Erik Blauberg, who cast them in a demonstration.

In his cooking presentation to guests prior to the main event, Blauberg explained how



using a product like CAB creates the "wow" factor in restaurants and homes.

"Our goal in working with culinary schools like CIA is to educate more than advocate," says Mary McMillen, CAB director of consumer marketing. "We let the product's

► **Left:** Chef Erik Blauberg (left) and Mary McMillen, CAB director of consumer marketing, hold an example of the 28-day dry-aged, 48-ounce (oz.) CAB Prime porterhouse steak used as the centerpiece at the 2011 "Black Truffle Winter Dinner" in New York City.

quality speak for itself, while our team and chefs like Erik explain why it works so well."

In March, nine culinary deans from four Johnson & Wales University campuses went on a CAB "Cattle Drive" in the Texas Panhandle. The deans spent time at CAB-licensed Keeling Cattle Feeders and at the Olson Cattle Co. ranch, near Hereford, Texas. The two-day personal excursion also included a stop at a Cargill Meat Solutions plant for a processing facility tour.

"It's so important for the decision-makers in the culinary world to understand the gate-

Scholarships on the beach

As part of this year's Food Network South Beach (Miami, Fla.) Wine & Food Festival, presented by *Food & Wine* magazine, five culinary students each received \$500 in scholarship funds from CAB and Sysco Specialty Meat Cos.

The winners, all students in co-host Florida International University (FIU) School of Hospitality and Tourism Management, are: Eduardo Suarez, Miami; Nicole Richaud, Aventura; Mallory Cayon, North Miami; Max Albano, North Miami; and Emilio Collyer, Miami.

Celebrating its 10th year, the late-February event (www.sobewineandfoodfest.com) benefits the FIU school and co-host Southern Wine & Spirits Beverage Management Center, both on the Biscayne Bay Campus.



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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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to-plate process that goes into producing *Certified Angus Beef* quality,” McMillen says. “These deans influence the future leaders of the culinary world, so they are the best place to start with education.”

Dressed to grill

Lone Star Foodservice, Austin, Texas, has been a leading CAB-licensed partner since 1994, but that’s not a long time for the Hall family. CEO Franklin Hall represents the fifth generation in the food business; his son Edward is the sixth. Long-term success comes from making the most of today. That’s why Lone Star worked with CAB to customize an incentive program within the CAB “Middle Meat Smackdown” to sell steaks this spring and summer.

Running from February through June, the Lone Star sales staff will be “Dressed to Grill,” competing within their company to

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

30.06 lots	Sex ^a	Head	%CAB	%Prime	%YG1-2
McPherson County Feeders Inc.	H	52	61.90	0.00	48.08
McPherson County Feeders Inc.	M	34 ^b	32.35	2.94	61.76
Honorable mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2
Beller Corp.	S	43 ^b	62.79	0.00	30.23
Carson Feeders Inc.	S	39	50.00	7.69	25.64
Beller Feedlot	S	40	46.15	5.00	32.50
Beller Feedlot	S	41	43.59	4.88	36.59
Beller Feedlot	S	41	43.59	0.00	56.10
Beller Corp.	S	44 ^b	43.18	4.55	29.55
Beller Corp.	S	45 ^b	40.00	11.11	31.11
Bassett Feeding Inc.	S	419	37.93	4.06	31.26
Bassett Feeding Inc.	H	69 ^b	37.68	4.35	21.74
Beller Feedlot	H	42	36.84	14.29	38.10
Beller Feedlot	S	78	34.29	11.54	51.28
Beller Feedlot	S	41	33.33	12.20	43.90
Pratt Feeders LLC	S	258	30.43	0.78	32.95

^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.

win top-of-the line grills from Weber Grill. The company’s goal is to bring on new middle-meat customers and then retain them for the long term and generations to come. They are targeting four- and five-star white-tablecloth restaurants in their sales area.

Sandhills success

At Beller Corp. they know genetics are important. That’s why brothers Doug, Dennis and Duane Beller look for those that can gain and grade at their Lindsay, Neb., feedyard.

“It’s nice to have win-win cattle that

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have feed efficiency and put money in your pocket,” says Doug Beller.

Recent examples of those kind earned a spot as honorable mentions in the 30.06 program (see Table 1, page 101). The listing includes cattle with greater than 30% CAB acceptance and less than 6% outliers.

Beller says the straight-Angus steers came from the heart of the Nebraska Sandhills and were 100% Connealy Angus genetics.

“This is the first time we’d fed these particular cattle, but we’ve fed a lot of cattle with similar genetics,” Beller says. “We’re looking for more of the same, because they can do it all.”

When the group arrived as 907-pound (lb.) yearlings in September they were placed on a starter diet for a month before working up to the high-energy corn and distillers’ ration.

The steers averaged 1,382 lb. when harvested in February and gained 3.26 lb. per day.

“That’s because they came through a tough winter with lots of snow here,” he says, noting their potential was challenged by the weather.

Overall, they were just good cattle to feed, Beller says — the kind they’re always interested in finding more of.


CAB on frozen food aisle

The brand is expanding its reach to frozen foods with meal solutions from John Soules Foods Inc., Tyler, Texas. The carne asada, flame-broiled steak strips, and thinly sliced beef steaks start with CAB premium quality for a new level of flavor in convenient meal solutions. The steak strips and the carne asada are the only flame-broiled solid muscle beef items in the market.

“Consumers seek the best possible quality beef that can be prepared in minutes,” said Mark Soules, co-CEO of John Soules Foods. “These *Certified Angus Beef* products are the best in the category. They are cooked on real flame broilers, not steam cookers, giving consumers a flavorful alternative to chicken.”

Such fully cooked beef products — for example, in stir-fry, salads, Asian nachos, rice dishes, quesadillas, fajitas and more — make meals easy. The resealable packages with cooking instructions and meal solutions add to the value

and convenience for consumers. They’ll also appreciate the products are gluten- and MSG-free.

Established in 1975, John Soules Foods is the leading fajita processing and marketing company in the United States, with customers including foodservice distributors, national and regional restaurant chains, supermarket chains and institutional businesses. 



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