



Brand News

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

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Specialized for success

The annual *Certified Angus Beef*[®] (CAB[®]) Specialist Seminar brought together a record crowd of nearly 170 guests at the Marriott Starr Pass Resort & Spa in Tucson, Ariz., for a program full of educational and networking opportunities.

Every foodservice distributor licensed to sell the brand has one or sometimes more CAB specialists. Part cheerleader, part ambassador, part trainer and part salesperson, these folks know their markets inside and out, as well as the brand. It's their responsibility to help co-workers and foodservice customers understand CAB's value to their businesses in its quality and consistency.



► CAB Specialist of the Year Kurt Brockhaus (right), Sysco Lincoln (Neb.), and New Performer of the Year Kelly Hoppmann, Sysco Columbia (S.C.), were recognized for outstanding performance.

Programs are designed to give specialists the tools and know-how to excel. This year, that meant focusing largely on the economics of the cattle market — understanding the many factors behind rising beef prices and developing strategies to minimize their impact.

Specialists were introduced to several new marketing tools, gained insight on successful promotions, heard about restaurant trends across the country, and took a closer look at new and less common beef cuts. They also learned more about the brand's powerful history of working closely with Angus farmers and ranchers, a story that resonates strongly with consumers.

Specialists also enjoyed plenty of fellowship and great cuisine featuring the CAB brand. An outdoor reception paid tribute to Tucson's culinary influences: Mexican, Native American and the cowboy. Then, guests traveled to nearby Old Tucson Studios, where many notable and classic Westerns were filmed, for an awards ceremony honoring the brand's Specialist of the Year, Kurt Brockhaus of Sysco Lincoln (Neb.), and the New Performer of the Year, Kelly Hoppmann of Sysco Columbia (S.C.).

South American spotlight

Sales opportunities in Peru are looking bright. The gross domestic product (GDP) growth rates are above 7% for the past five years. That, combined with the 2009-implemented U.S.-Peru Free-Trade



► Specialist Seminar guests mingle at a reception on Main Street at Old Tucson Studios, where many classic Westerns were filmed.

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



► Pictured are (from left) CAB's Maggie O'Quinn; celebrity chef Gaston Acurio; Armando Tafur and his wife, Milagros, owners of El Hornero.

Agreement, make it a booming market for high-quality beef.

Late last year, INPELSA, which owns a large share of the meat industry infrastructure in the South American country, became the second CAB-licensed distributor there. The brand's international team traveled to Peru in February for an official product launch.

Executive Account Manager Maggie O'Quinn delivered a four-hour CAB crash course, including a "Science Behind the Sizzle" presentation, licensing expectations and a market overview. More than 40 media outlets attended a three-hour press event, which included CAB tastings and remarks from the U.S. Ambassador to Peru, the INPELSA founder and current president, and O'Quinn.

More than 600 foodservice and retail customers, restaurant clients and dignitaries were invited to a launch party at El Hornero's, a high-profile, white-tablecloth restaurant. Famous Peruvian chef Gaston Acurio joined U.S. Embassy Deputy Chief of Mission Mike Fitzpatrick and El Hornero owner Armando Tafur on stage for a toast to celebrate the launch.

Setup for success

It's no surprise to Landon Shaw, assistant manager of McPherson County Feeders Inc., that Steve Humphries' cattle made the cut for February's Thirty-Aught Six (30.06) list.

The monthly CAB honor roll distinguishes cattle with top-notch carcass performance. Nearly 44% of Humphries' 73-heifer pen qualified, with more than 76% finishing at Yield Grade (YG) 1 or 2 (see Table 1).

A regular customer at the feedlot since the mid-1980s, Humphries has an eye for superior genetics, and his exceptional health management sets those cattle up for success, Shaw says.

"Everything he's fed with us has been high-quality cattle, and he focuses on getting them ready to feed," says Shaw. "His herd health program is phenomenal. Every pen we get, we treat an incredibly small percentage of cattle that he sends to us, and they're always ready to grow."

The heifers came to McPherson weighing 715 pounds (lb.) and reached 1,150 lb. with an average daily gain of 3.4 lb.

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in February 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
McPherson County Feeders Inc.	H	73 ^b	43.84	4.11	76.71
Chappell Feedlot	S	11 ^b	36.36	0.00	9.09
Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2
Corcoran Farms	M	40	63.16	12.50	20.0
Beller Feedlot	S	76	53.42	2.63	32.9
Pratt Feeders LLC	S	70 ^b	50.00	8.57	34.3
Beller Feedlot	H	42	47.50	9.52	19.0
Beller Feedlot	S	76	45.83	2.63	42.1
Chappell Feedlot	S	20	40.00	0.00	10.0
Beller Feedlot	S	36	38.24	8.33	25.0
Chappell Feedlot	M	23	37.50	0.00	34.8
Keeling Cattle Feeders Inc.	H	89	35.38	2.25	51.7
Beller Feedlot	S	77	33.78	6.49	41.6
Chappell Feedlot	H	23 ^b	30.43	0.00	4.3
Keeling Cattle Feeders Inc.	H	131	30.00	1.53	72.5

^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.

Humphries agrees genetics and health played a large role in his success, and adds that the fescue grass around Maysville, Ky., where his stocker operation is located, allows him to feed his cattle efficiently with little to no supplementation.

"Our grass in this country is super good," he says. The veteran cattleman knows where to find the best-quality Angus cattle and keep them on track for feeding success, "That's how we make money."

Touching the New York trade

In an effort to maximize positioning in front of New York City-based chefs, the CAB brand has signed on to partner with Culinro, a culinary trade organization.

Most recently, CAB partnered with the organization in April for a "Late Night" event

at Colicchio & Sons, the renowned Chelsea restaurant owned by Bravo's *Top Chef* judge Tom Colicchio.

In February, CAB was the premier sponsor of an interactive education panel, "How I Became a Chef." Brand Ambassador Rory Schepisi of Boot Hill Saloon shared personal anecdotes and words of wisdom with guests and fellow panelists, Chefs Harold Dieterle and Gavin Kaysen.

Schepisi gained fame as the runner-up on Season 3 of *Food Network Star* before settling in as the star of her own beef-centric restaurant in Vega, Texas. She put the brand out front again in March as she prepared a special dinner hosted by her alma mater, the Culinary Institute of America, in Hyde Park, N.Y.

A New Jersey native, Schepisi's theme was "Southern Yankee," paying homage to her path from the East coast to the heart of northern Texas. Of course, the CAB brand was the featured ingredient in this crowd-pleasing meal.



► Left: CAB partnered with Culinro, a culinary trade organization, in April for a "Late Night" event at Colicchio & Sons, the renowned Chelsea restaurant owned by Bravo's *Top Chef* judge Tom Colicchio.

CONTINUED ON PAGE 100

FOCUS ON HEALTH

With the Certified Angus Beef® brand

Focus on Health

The balance between a specific nutritional target and great flavor is not always easy to hit, especially when prepared in large-scale, institutional settings. The CAB value-added products division has introduced a line of meats and meals that addresses healthy-living options while maintaining the brand's dedication to high quality.

"Gone are the meals of bland diets, no seasoning and low per-plate costs," says Kurt Brockhaus, protein product manager at Sysco Lincoln. "The healthcare industry is one in constant transition, and it lends itself

to growth and expansion of a quality dining experience. Today's Baby Boomer generation requires quality cuts, ample seasoning and flavors suitable for the finest restaurants."

Since its launch in early 2012, the Focus on Health products have proven successful in healthcare, rehabilitation, long-term care or educational settings, or in restaurants aiming for "healthy" menu options. The initiative's product standards were developed based on much consultation with experts in the healthcare field to hit those facilities' nutrition needs.

CAB value-added products don't contain excessive added ingredients, and are minimally processed to ensure their wholesomeness. They're naturally free of MSG (monosodium glutamate) and trans fats, and Focus on Health products contain less than 600 mg of sodium with more than 11 g of protein.

"Delivering great patient satisfaction is a priority now more than ever. Connecting healthcare foodservice with convenient, versatile and high-quality *Certified Angus Beef®* brand products gives them an industry advantage," says Patti Dollarhide, sales leader for Cargill Foodservice's healthcare segment. "Using the most recognized branded beef automatically tells patients and their loved ones they are being well cared for."