



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Record high-quality beef supply

A trend toward more Angus genetic influence in U.S. cattle, along with higher quality grades, has led to a series of six strong growth months for the *Certified Angus Beef*® (CAB®) brand.

Certified Angus Beef LLC (CAB) Senior Vice President Brent Eichar said the brand is “fortunate to have the supply to meet



**Brent Eichar**

expanding demand, thanks first of all to our licensed packers.” He noted that February began with a record 66% of the harvest mix being Angus-influenced cattle. That helps explain why three weeks in February

each saw more than 70,000 cattle qualifying for the brand, an increase of nearly 45,000 head during the same weeks in 2009.

Sharply higher supplies for the six months beginning last Oct. 1 were met with record sales that averaged nearly 21% higher than the previous year. Eichar said the supply came at a good time.

“The economy posed some problems, but presented just as many opportunities,” he said. “As foodservice and international sales began to show modest signs of recovery from the economic recession, we saw retail sales explode. Our licensed retailers capitalized on the opportunity to offer consumers a high-quality steak at a very good value.”

Such retail demand flies in the face of some economic analysts, but they may be overlooking a key point. “Consumers place a

great deal of importance not only on price but on quality when it comes to their beef selection,” Eichar said. “If they’re not spending \$100 to eat out, they may be willing to spend an extra \$2 to upgrade their Choice steak to CAB.”

The company’s packing director, Clint Walenciak, sees no supply worries in the near term: “We will continue to have plenty of cattle qualifying for the brand, presenting a tremendous opportunity to bring on new sources of demand for the brand that once had supply concerns.”

“We are in a strong position for sales growth,” Eichar agreed. “We have the supply to support aggressive marketing and featuring at the retail and foodservice levels. This fiscal year alone, we’re seeing as much as a 30% increase in steak sales by our licensed foodservice distributors because they have the confidence to promote the business. This is also an opportunity to allow more customers and consumers to experience what the *Certified Angus Beef* brand is all about.”

As the summer approaches, monthly numbers will be competing against last year’s records. However, Walenciak and Eichar said sales volume could finish the year up 12%-15%. At the upper range, that’s a 100-million-pound (lb.) increase over the 663 million in 2009.

## Puerto Rico pizzazz

The Caribbean is renowned for its distinctive cuisine and culinary expertise, which is why chefs and restaurant owners recently gathered at the Marriott Resort & Stellaris Casino in San Juan to learn about

beef. Trendy new cuts will help them gain an edge over the competition.

Leading the sessions was Jonathan Bennett, executive chef and partner in the award-winning Moxie, the Restaurant, and Red, the Steakhouse in Cleveland, Ohio. Chef Bennett showcased cuts that complemented local cuisine, such as CAB brand strip roast, rib cap, filet tartar and top sirloin crostini. His creations were paired and served with premium wines from E.&J. Gallo Winery.

“I am inspired by the foods of Puerto Rico: the techniques are solid and the flavors bold,” Bennett said. “I love the way *Certified Angus Beef* cuts shine in this cuisine.”

Josué Merced-Reyes, president of InterEmktg, shared global food and flavor trends. “People are looking for big flavors, for ‘umami’ — what the Japanese call rich and savory — and for quality,” he said. “People are dining out less, and when they do go out, insist more than ever on quality. Both of these global food trends are naturals for the *Certified Angus Beef* brand.”

At the event, Provimi de Puerto Rico introduced new CAB offerings to the region: dry-aged, Prime and Natural cuts. The company, a 24-year licensed partner owned by Elliott Reyes Sr., Elliott “Tavo” Reyes Jr. and Noel Reyes, represent the brand in foodservice and retail island-wide.

## Evening of red

The newest CAB-licensed partner in Ohio, The Wooster Inn, hosted an “Evening of Red” in April. The dinner, pairing CAB steaks with red wines from brand partner Louis M. Martini wines, served as a demonstration event soon to be featured through many CAB foodservice partners. The “Evening of Red” dinner is a way for restaurants to increase sales and build customer loyalty, while promoting the brand’s premium quality message in conjunction with Gallo’s Louis M. Martini brand.

## Pushing Prime Natural

Buehler’s Fresh Food Markets, an Ohio-

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To order CAB merchandise, visit [www.angussalebarn.com](http://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](http://www.certifiedangusbeef.com).

based retail chain and brand partner, is now offering customers CAB brand Prime Natural. It's the top 0.1% of finest-quality, natural beef. The stores have included point-of-sale materials in all of their meatcases. A brochure was created to increase consumer knowledge of the product and spread the brand's Prime Natural message.

### Retail director memorial note

The Board and staff of Certified Angus Beef LLC (CAB) are grieving the death — while celebrating the life — of Al Kober, CAB retail director since 2002. He died April 17 at his home in Pennsylvania after a brief illness, at the age of 72. Widely known as a kind and honest man of great faith, Kober valued his role as an educator and servant leader. He will be greatly missed by all who knew him and had the pleasure of working with him. Typical of “what Al would have wanted,” his family requested, “In lieu of flowers, take someone you love out to a *Certified Angus Beef* steak dinner.”

### What's in a name?

Great fathers, like great steaks, have different names. Whether you know him as Dad, Papa, Daddy, Father, Pop or even Old Man, one thing is for sure: Father's Day is the perfect time to thank him for all of the love, encouragement and support he's given you through the years.

To show appreciation on Father's Day, fire up the grill and treat Dad to a fabulous steak dinner. A perfectly cooked, well-marbled, tender, juicy premium cut of beef is a sure-fire hit.

Knowing how to choose the perfect steak can be a challenge. Many cuts have multiple names, which can lead to some confusion when you're deciding which to buy.

The cuts the best steakhouses choose are also the ones to look for when grilling at home. A few favorites are:

- ▶ **Strip Steak.** Also known as New York Strip Steak, Kansas City Strip Steak, Manhattan Steak or Shell Steak. This cut from the loin is lean, tender and full-flavored. Available boneless or bone-in, this steak is fine-grained with a sturdy texture and firm “bite.”
- ▶ **Filet Mignon.** Also known as a tenderloin steak, this lean cut is renowned for its buttery texture, subtle flavor and compact shape. This most-tender cut is succulent and an elegant choice.
- ▶ **Porterhouse or T-Bone.** The “best of both worlds,” with two lean and tender steak portions: strip steak on one side of the telltale T-shaped bone, and filet mignon on the other. If the diameter of the filet is larger than a golf ball, it's usually called a Porterhouse.

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



Licensed CAB® Feedlot	Sex <sup>a</sup>	Head	%CAB	%Prime	%YG1-2	Natural
Beller Feedlot	S	47 <sup>b</sup>	61.7%	14.9%	23.4%	No
Circle A Feeders LLC	H	13	58.3%	7.7%	30.8%	No
Beller Feedlot	S	40 <sup>b</sup>	57.5%	5.0%	37.5%	No
Beller Feedlot	S	40 <sup>b</sup>	52.5%	12.5%	30.0%	No
Pratt Feeders LLC	S	34 <sup>b</sup>	50.0%	2.9%	64.7%	No
Beller Feedlot	H	50 <sup>b</sup>	48.0%	12.0%	38.0%	No
Beller Feedlot	S	17 <sup>b</sup>	47.1%	0.0%	41.2%	No
Beller Feedlot	S	38 <sup>b</sup>	42.1%	7.9%	29.0%	No
Beller Feedlot	S	23 <sup>b</sup>	39.1%	17.4%	34.8%	No
Pratt Feeders LLC	M	10 <sup>b</sup>	30.0%	0.0%	0.0%	No
Beller Feedlot	H	43 <sup>b</sup>	27.9%	20.9%	60.5%	No
McPherson County Feeders Inc.	H	34 <sup>b</sup>	26.5%	2.9%	97.1%	No
Honorable Mentions	Sex <sup>a</sup>	Head	%CAB	%Prime	%YG1-2	Natural
Beller Feedlot	S	64 <sup>b</sup>	54.7%	4.7%	35.9%	No
Keeling Cattle Feeders Inc.	S	66	47.6%	4.6%	68.2%	No
Beller Feedlot	S	168	40.4%	3.6%	39.9%	No
Beller Feedlot	H	44	37.2%	9.1%	54.5%	No
Beller Feedlot	S	222 <sup>b</sup>	36.9%	2.7%	71.6%	No
Beller Feedlot	H	31 <sup>b</sup>	35.5%	0.0%	64.5%	No
Chappell Feedlot	M	43 <sup>b</sup>	23.3%	7.0%	27.9%	No

<sup>a</sup>H=heifers; M=mixed; S=steers.

<sup>b</sup>Indicates 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](http://www.cabfeedlots.com) for a complete and current list of feedlot licensees.

▶ **Ribeye.** Whether you call it a ribeye or Delmonico steak — or a rib chop or cowboy steak when it comes with a bone — this cut offers robust flavor and juiciness. Well-marbled, tender and rich, this is a favorite of many beef lovers.

No matter which cut you choose, always start with the highest quality (after all, Dad deserves the best). Steaks should be well-marbled, with lots of the little white flecks that will melt during cooking and baste the steak from the inside as it cooks.

For more grilling tips and mouthwatering recipe ideas, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com). Don't forget to fan us on Facebook for videos, tips and talk. For great tips and links, follow us on Twitter: CertAngusBeef.

### In the front pen

Keeling Cattle Feeders, Hereford, Texas, treats all cattle equal.

But that's not a bad thing, says owner-manager Scott Keeling, because they feed them all to their highest potential. That, in combination with good raw materials, made for the equivalent of a feeding home run in March.

A group of 66 steers at the CAB-licensed yard went 52.17% CAB and Prime, while maintaining 68.2% yield grades (YG) 1 and 2, earning them a spot on the 30.06 honorable mention list (see chart). The program recognizes cattle with greater than 30% CAB acceptance and less than 6% outliers.

John Davis of Yuba, Okla., sent the yearlings to Keeling in late October weighing around 784 pounds (lb.). He retained ownership on the cattle to try and capture some extra premiums.

“He must buy good bulls and he's a good operator. They're just a nice set of commercial Angus cattle,” Keeling says. “They fed really well, especially considering the winter we had.”

They gained 3.9 lb. per day and finished out with a CAB acceptance rate more than double the national average, along with those very attractive yield grades.

“We didn't handle them any differently than we do all the other cattle,” he says. “Well, except for putting them in a show pen up in front.”

