



Brand News

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

Popping up in NYC

For 27 days this spring, the trendy “Meat Packing District” of New York City got a real lesson in beef from the experts: cowboys and chefs.

The *Certified Angus Beef*® (CAB®) brand partnered with the James Beard Foundation (JBF) to launch its first pop-up restaurant



► **Above:** From left, Angus producers Steve and Ginger Olson, Hereford, Texas, and butcher Marc Sarrazin of DeBragga and Spitler hosted an educational session during the five-week run of JBF LTD, a restaurant, café, retail shop, education and performance space that CAB and the James Beard Foundation partnered to command national media attention for beef from pasture to plate.

► **Right:** Food Network star Sunny Anderson signs the CAB steer, which was to be signed by all celebrity chefs and auctioned off at the end of the event to benefit the James Beard Foundation.



and store called the JBF LTD. It featured the brand’s beef on lunch menus and dinners served by the world’s finest chefs.

Equal parts underground restaurant, café, retail shop, education and performance space, the JBF LTD was a limited-time experience for New Yorkers that commanded national media attention. Arguably America’s most prestigious culinary organization, the JBF took over an empty storefront and opened it for a five-week publicity stunt that welcomed the likes of the Food Network, Delta Airlines, the Cooking Channel and CAB to feature their products.

Visitors to the space were greeted by Angus ranchers who raise premium beef, along with the meat cutters, steak craftsmen and chefs who prepare and serve it in the finest restaurants

and steakhouses. An educational session hosted by ranchers Steve and Ginger Olson, Hereford, Texas, and butcher Marc Sarrazin of DeBragga and Spitler took pop-up attendees from pasture to plate.

Other activities at the store included a butchery shop “Steak of the Day,” where beef connoisseurs could purchase freshly cut steaks. Fridays at JBF LTD were designated “Cowboy Fridays,” when store-goers could visit with more Angus ranchers and their families to learn more about the passion behind raising these cattle. The brand also hosted a special evening at the venue with JBF Award Nominee Craig Diehl of Cypress restaurant in Charleston, S.C., titled “Down-Home Meets Downtown.”

‘Best Burger’ in the Cornhusker State

The Cellar Bar & Grill in Kearney, Neb., was recently recognized as home of “Nebraska’s Best Burger” in a contest sponsored by the state’s Beef Council. The Cellar’s signature Western Burger is a fresh, handmade CAB ground chuck patty prepared on an open grill with Ameri-Swiss cheese, bacon, barbecue sauce and topped with a homemade onion ring.

Initially one of the top five burgers out of 3,100 nominees, the top award winner was chosen by a panel of judges who conducted anonymous taste tests.

“We are very honored to be selected,” said marketing director Stacey Plautz. “There’s no doubt the Western Burger has been a customer favorite for many years. With a mouthwatering menu, innovative promotions and a dedication to satisfying guests, The Cellar Bar & Grill has remained

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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.

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



► The Cellar Bar & Grill's award-winning "Western Burger."

a place where tradition has outlasted the trendy."

Meijer Derby Days

"Thunder Over Louisville" kicked off the annual Kentucky Derby Festival as usual in mid-April, but there was something new in the air this year. Thunder broadcast partner WVEZ-FM worked with CAB and its licensed retailer Meijer to feature online and on-air programming and promotion starting in late March.

Thanks to WVEZ, Meijer was an official sponsor of the kickoff event with a representative commenting on the air to inform listeners about the stores and their meat department. That was followed by two-hour live remotes and product samplings in Lexington and Louisville Meijer stores on the Friday before the Derby. The sponsorship also kicked off a continuing series of weekly Meijer features on the leading radio station.

World record cheesesteak

Frankie's South Philly Cheesesteaks, Tucson, Ariz., recently made a run for world fame on two fronts. U.S. Foodservice (USFS)

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► Frankie's made a run for Guinness World Records in two categories.



Reasor's Primal Sale

April brought a few showers, but also a three-day weekend Primal Sale at Reasor's, a leading CAB licensee with 15 stores in and around Tulsa, Okla. Sales are special, but Reasor's brings its best to the full-service case every day, merchandising at least 16 CAB brand cuts.



Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in March 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
Beller Feedlot	S	39 ^b	56.41	5.13	25.64
Pratt Feeders LLC	S	56 ^b	50.00	0.00	46.43
Honorable mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2
Beller Feedlot	S	78 ^b	60.26	10.26	30.77
Chappell Feedlot	S	63 ^b	47.62	3.17	11.11
Beller Feedlot	S	39	47.37	5.13	35.90
Corcoran Farms	M	41 ^b	41.46	4.88	29.27
Panhandle Feeders Inc.	H	167	36.36	9.58	44.91
Ford County Feed Yard Inc.	S	160	34.38	2.50	38.75
Beller Feedlot	S	38	33.33	7.89	57.89
Chappell Feedlot	H	36 ^b	30.56	2.78	5.56

^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.

Phoenix CAB specialist Jeff Jones helped owner Frankie Santos and his staff during a 16-hour day of fun and hard work this spring.

CAB donated 750 pounds (lb.) of rib lifter meat that USFS Phoenix processed to create “ingredients with marbling that [were] phenomenal,” Jones said. Frankie’s cheesesteak won a place in Guinness World Records, beating the previous record of 365 feet (ft.) by going all the way out to 426 ft.

As for the sub sandwich category, “we ran out of time, daylight and even bread, but we had plenty of beef,” Jones reported. The sub target was 1,200 ft., which would have easily broken the Guinness mark of 1,058 ft. The

“wild and crazy day” will be featured on a future Food Network “Outrageous Foods” program.

Quality in cattle country

By this March, they would be called long yearlings. The steers that started out aimed for the CAB target in 2009, raised and weaned between the Allegheny and Blue Ridge Mountains around Lexington, Va., then bound for new owner Ford County (Kansas) Feed Yard Inc. in February 2010.

Upon arrival, the cattle were placed in a backgrounding yard for 55 days and then on grass pasture for 160 days. That took them to the doorstep of fall, when they entered the finishing yard averaging 741 pounds (lb.) in late September. They left in early March at 1,278 lb., having gained 3.32 lb. per day. Quality was excellent, the 37% CAB

and Prime mark worthy of the monthly highlights (see Table 1).

The CAB 30.06 program recognizes harvest groups with at least 30% brand acceptance or Prime grading with no more than 6% outliers. Those that just miss due to a few more outliers, like these steers, show up as Honorable Mention.

“We are really happy with the way the cattle performed,” says Danny Herrmann, manager and part owner of the 50,000-head CAB partner yard. “The producers are probably going to wish they would have retained ownership.”

The Ford County yard, situated in the High Plains grain belt southeast of Dodge City, Kan., and less than 100 miles from three packing plants, has been in the cattle business since the 1970s.

