



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Brand extension manager

David O'Diam has joined Certified Angus Beef LLC (CAB) as brand extension manager.

He will lead growth and positioning of *Certified Angus Beef*® (CAB®) brand Natural and Prime products, from auditing programs on ranches to developing sales resources for licensed distributors.

O'Diam will also work with brand partners to identify product availability, implement targeted sales strategies and assist with packing functions.

"*Certified Angus Beef* brand Natural and Prime add to our overall product mix," Clint Walenciak, packing director, says. "Bringing emphasis to these programs continues their viability for customers, providing them complements to our original premium brand."

O'Diam earned his master's and bachelor's degrees with an emphasis in meat science from Ohio State University. During his coursework, he managed the university's Meat Sciences Lab, overseeing student employees and assisting faculty and graduate students with research. He participated on the livestock and meat judging teams, and gained additional experiences in grain marketing and planning of the Ohio Beef Expo.

Beef earning the CAB Natural name must meet all 10 of the brand's product specifications as a start. Hormones and antibiotics are never used; cattle are raised on a vegetarian diet and traceable to place of birth. Less than 1% of beef qualifies for



David O'Diam

CAB Prime, which passes nine more quality standards than USDA Prime.

## Partner for decades

John Q's Steakhouse, a dining landmark on Cleveland's downtown Public Square for three decades, recently celebrated its 20th anniversary as a CAB brand partner.

"Our association with the *Certified Angus Beef* brand has been a great one," says Rick Cassara, John Q's owner since 1992. "The stringent and demanding brand standards ensure consistency. I rely on that quality to keep my customers happy."

"We have been a real proponent of the brand because it always delivers great quality," Cassara says. "We never have to worry about the quality of the product. In fact, after all of these years, I can't say that we've ever had any problems."

John Q's features only CAB steaks and beef items on its menu. Cassara notes his filet mignon and bone-in "cowboy" ribeye are top sellers.



► CAB's Kyle Miller (left) and Leslee Marshall (right) present a custom-framed print to John Q's Steakhouse owner Rick Cassara in honor of the restaurant's 20-year partnership with the brand.

## Beef Backer Award

The Oak Steakhouse, Charleston, S.C., recently received a Beef Backer Award from the South Carolina Beef Board. The contest recognizes select restaurants that excel in menuing and marketing beef. They are judged on creativity, quality and quantity of beef menu items.

"From their creative beef menu, featured beef items and promotions, and, of course, preparations, the Charleston Oak Steakhouse was a distinctive choice for the award," says Ray Copelan, executive director of the South Carolina Beef Board.

"It's an honor to receive this award, because it acknowledges that people are noticing the innovative and quality foods I strive to have on my menu at The Oak," says Brett McKee, executive chef and owner.

The Oak's main dishes focus on American steakhouse classics with Italian embellishments. McKee's signature dishes include Carpaccio of Beef, Steak Pizzaiola, and Cajun Blackened New York Strip. The Oak exclusively features the CAB brand, promising only top quality.

## Gold award winner

Beller Feedlot, longtime licensed partner and supporter of the CAB brand, has surpassed yet another milestone in a history of Feedlot-Licensing Program (FLP) achievements.

In March, the company shipped 66 head of steers and heifers to Greater Omaha Packing. The grading tally on the load revealed 16.7% Prime and 77.3% Choice with no Yield Grade (YG) 4s and no carcasses weighing more than 1,000 pounds (lb.). The group reached 74% CAB acceptance.

"This was a fitting set of quality Angus cattle that pushed Beller Feedlot past the Gold Award mark of 2,000 head of 30.06-qualified cattle," says CAB's Paul Dykstra, beef cattle specialist. "Beller Feedlot is now only the second licensed feedlot to achieve this high mark."

The program rewards feedlots harvesting enrolled cattle that achieve 30% or higher

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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).

CAB brand acceptance while keeping both YG 4s and overweight carcasses below 3% each.

“The challenge of this achievement is significant,” Dykstra says, “because the industry average for Yield Grade (YG) 4 percentage hovers around 10%, and the incidence of carcasses weighing over 1,000 pounds climbs every year.”

Of the 2,013 head of 30.06 cattle amassed by Beller Feedlot, the average CAB acceptance rate is 44%. Congratulations to Terry and Mike Beller, Todd Wilcox and Ryan Chilson on this achievement.

### Quality for proven profits

An upscale, metropolitan steakhouse recently doubled steak sales. Cutting food costs wasn't the answer. It was the problem. Week after week of bidding ribeye and strip steaks only brought inconsistency, and customers noticed. They stopped patronizing the business. The solution came from a local distributor in the form of a six-week test between two different brands.

On alternating weeks, the restaurant would serve Brand A or Brand B. Servers did not know steak quality was different each week, but customers noticed. They clearly preferred Brand A, and a blind taste-test with the chef and general manager concurred. They chose the CAB brand.

“Quality has a huge impact on a restaurant's bottom line, especially with highly demanded and profitable middle meats,” says Scott Popovic, CAB's corporate chef. “A restaurant will return more gross profit dollars than on lower-quality, low-cost cuts.”

Evaluating middle meat and ultimately beef quality begins with marbling, which has a positive effect on all three palatability factors — tenderness, juiciness and flavor. As marbling increases, flavor and juiciness also increase. Adequate levels of marbling protect muscle fibers during cooking.

“Consistent, premium beef attracts new customers and builds repeat business,” Popovic says. “That's why quality needs to be a portion of your cost evaluation.”

Thanks to the brand's efforts to educate its restaurant partners with innovative marketing and merchandising efforts, more chefs are finding ways to menu high-quality, lower-cost steak items like flat irons, flank steaks or even chuck Denver steaks for grilling. Asian boneless country-style ribs from the chuck roll can also add diversity to restaurant menus, and the same with serving filet at market price.

### A partnership that worked

Networking at industry events can lead to successful arrangements down the road.

For cattleman Tony Nichols, Morris, Okla., and feedlot manager Tom Fanning, Buffalo,

Okla., attending a state cattlemen's meeting provided the opportunity for a partnership with results realized early this year.

After visiting at the event, Fanning purchased half interest in calves from Nichols's fall herd.

Those calves were weaned the following summer and sent to Buffalo Feeders last July. After 176 days on feed, they were harvested and landed among some of the top groups in this month's CAB 30.06 program. The set of 64 steers went 34.43% CAB, with 68.75% being Yield Grade 2 or leaner.

The listing highlights cattle that reach at

least 30% brand acceptance, with less than 6% outliers.

“They were a set of really good Angus-based black and black baldie calves,” Fanning says. “Obviously they had a good health program at home and started out with some good genetics. Then they performed well in the feedlot.”

They came in as seven-weight calves and gained 3.95 lb. per day for a final average of 1,340 lb. The outstanding feed conversion of 5.68 lb. feed to 1 lb. gain helped when corn skyrocketed last summer, Fanning adds.

**AJ**

**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in March 2009**

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® Feedyard	Sex <sup>a</sup>	Head	%CAB	%Prime	%YG1-2	Natural
Beller Feedlot	S	62	65.6%	14.5%	83.9%	No
Beller Feedlot	H	15 <sup>b</sup>	60.0%	26.7%	86.7%	No
Beller Feedlot	M	66 <sup>b</sup>	57.6%	16.7%	89.4%	No
Buffalo Feeders LLC	S	64	34.4%	0.0%	68.8%	No
Knight Feedlot Inc.	S	10 <sup>b</sup>	30.0%	0.0%	40.0%	Yes
Mull Farms & Feeding Inc.	S	48 <sup>b</sup>	29.2%	2.1%	62.5%	Yes

Honorable Mentions	Sex <sup>a</sup>	Head	%CAB	%Prime	%YG1-2	Natural
Thomas County Feeders Inc.	S	85 <sup>b</sup>	63.5%	20.0%	12.9%	Yes
Thomas County Feeders Inc.	H	77 <sup>b</sup>	58.4%	7.8%	46.8%	Yes
Beller Feedlot	H	16 <sup>b</sup>	56.3%	0.0%	25.0%	No
Thomas County Feeders Inc.	S	74 <sup>b</sup>	54.1%	5.4%	21.6%	Yes
Thomas County Feeders Inc.	H	55	54.0%	7.3%	34.6%	Yes
Thomas County Feeders Inc.	S	99 <sup>b</sup>	52.5%	1.0%	23.2%	Yes
Thomas County Feeders Inc.	H	201 <sup>b</sup>	52.2%	8.5%	21.9%	Yes
Thomas County Feeders Inc.	M	126 <sup>b</sup>	51.6%	2.4%	20.6%	Yes
Thomas County Feeders Inc.	M	58	50.9%	3.5%	24.1%	Yes
Thomas County Feeders Inc.	M	61 <sup>b</sup>	50.8%	14.8%	16.4%	Yes
Corcoran Farms	M	28	50.0%	14.3%	71.4%	No
Thomas County Feeders Inc.	M	55 <sup>b</sup>	49.1%	1.8%	9.1%	Yes
Thomas County Feeders Inc.	S	125 <sup>b</sup>	47.2%	8.0%	16.0%	Yes
Thomas County Feeders Inc.	S	74 <sup>b</sup>	46.0%	4.1%	36.5%	Yes
Panhandle Feeders Inc.	S	128	36.4%	3.1%	53.1%	No
Thomas County Feeders Inc.	S	58 <sup>b</sup>	36.2%	5.2%	24.1%	Yes
Bassett Feeding Inc.	H	185	36.2%	8.7%	28.1%	No
Beller Feedlot	H	86 <sup>b</sup>	34.9%	12.8%	31.4%	No
Panhandle Feeders Inc.	S	92	33.3%	0.0%	52.2%	No
Carson Feeders Inc.	S	115	33.0%	1.7%	32.2%	No
Bassett Feeding Inc.	H	330	32.5%	9.1%	22.4%	No
Panhandle Feeders Inc.	H	240	31.8%	0.4%	46.7%	No
Panhandle Feeders Inc.	H	133	30.6%	1.5%	52.6%	No
McPherson County Feeders Inc.	H	25	30.4%	0.0%	36.0%	No
Thomas County Feeders Inc.	S	61 <sup>b</sup>	29.5%	4.9%	32.8%	Yes
Beller Corp.	H	20 <sup>b</sup>	20.0%	15.0%	15.0%	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.