



Brand News

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

CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588;
phone: 330-345-2333; fax: 330-345-0808
www.cabpartners.com

John Stika, president
Brent Eichar, senior vice president
Tracey Erickson, vice president, marketing
Mark Polzer, vice president, business development
Larry Corah, vice president, supply development

SUPPLY DEVELOPMENT DIVISION

Kansas staff:

CAB Program Satellite Office
1107 Hylton Heights Rd.,
Manhattan, KS 66502
phone: 785-539-0123; fax: 785-539-2883

Larry Corah, vice president
Gary Fike, beef cattle specialist
Wendy Nichols, office and data manager

Nebraska staff:

Paul Dykstra, beef cattle specialist
782 5th St., PO Box 856,
Chappell, NE 69129
308-874-2203
Miranda Reiman, assistant director, industry information
75845 Rd. 417, Cozad, NE 69130; 308-784-2294

Ohio staff:

Mark McCully, assistant vice president; supply development director
Marilyn Conley, administrative assistant
Laura Nelson, industry information specialist
Kara Wilson, supply programs manager

INDUSTRY INFORMATION DIVISION

16360 Victory Rd., Onaga, KS 66521
phone: 785-889-4162
Steve Suther, director

Blogs:

Consumer-oriented: www.GoRare.com
Supply Development:
<http://blackinkwithCAB.com>

Twitter:

@BlackInkBasics
@CertAngusBeef



Find us on Facebook:

- www.facebook.com/BlackInkBasics
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Chartering global markets

International markets present big opportunities for the *Certified Angus Beef*® (CAB®) brand. The Middle East, accounting for roughly 4% of the brand's global business in 2011, may seem insignificant, but the 48% regional sales growth in one year is impressive.

"It's a direct result of the best steak house destinations exceeding customer expectations and being represented by the most influential distributors in the region," says Geof Bednar, Certified Angus Beef LLC (CAB) director of international sales. Sharing credit for that success are the efforts of CAB marketing manager Emily Agle, he adds. "She works closely with licensed brand partners around the globe to increase brand presence."

Exports of high-quality beef add further value to the carcass, thus more dollars in the pockets of America's Angus producers.



► Pictured from left are Mamdouh Zekry, JW's Steakhouse supervisor; Katrina Angeles, Cluster Public Relations; JW's Chef Mohammed Iqbal; and Kevin Wills, JW's food and beverage director.

Bednar points to JW's Steakhouse, in Dubai, United Arab Emirates (UAE), as a key account, 100% licensed since March 2008 and focused on selling middle meats. The business purchased more than 19,000 pounds (lb.) last calendar year, which helped in winning the 2011 Best Steakhouse Award from the British Broadcasting Corp. (BBC) *Good Food Middle East*, an area cooking and dining magazine.

The restaurant's Executive Sous Chef Lloyd Cremer and Chef Mohammed Iqbal are committed to CAB and the quality it stands for around the world, Agle says.

Ambassadors in the news

CAB brand ambassadors are capturing the media spotlight.

Since January, regional newspapers, online restaurant news sources and blogs have featured the CAB-trained professionals. Stories often highlight the chefs' unique and delicious beef creations while mentioning their loyal brand preference.

Chefs from all corners of the United States have participated in this extensive education program, learning about the beef industry and the brand, along with basic media training. Started in 2010, the program keeps growing, and its 37 chefs are now CAB's go-to contacts for the media in their respective communities.

Ambassadors are well-equipped to share the story of premium beef, and Chef Rory Schepisi of Boot Hill Saloon & Grill in Vega, Texas, is a prime example. She aired in a segment on the *Today Show* on April 26, and referenced the brand on the national morning broadcast.

Chefs Cindy Hutson and Carlos Barillas in Miami, Fla.; Mark Stark in New York City, N.Y.; Jeremiah Bacon in Charleston, S.C.; and Scott Neuman in Portland, Ore., are just a few of the ambassadors who have also been featured in publications with CAB mentions.

Facebook friends with cows

Cameras clicked, photos uploaded for votes and then the "likes" were counted.

The CAB Industry Information team hosted a 2012 Cover Girls photo contest on the Black Ink Facebook page (<https://www.facebook.com/BlackInkBasics>), inviting friends to post pictures of their finest photogenic Angus ladies.

Submissions varied from shots of a mama and calf to images of heifers on the range. Voting closed April 13 and the top five winners earned a CAB prize pack. The entry "liked" most became the featured cover image on the page. Photographer A.J. Worden also took home a CAB "Integrity" limited-edition print for the winning image of Worden Farm's mama cows enjoying a winter day in the stalk field.

Millionaire media

Chef Scott Popovic makes it his business to share producers' stories with America's beef eaters.

The CAB corporate chef travels the country and beyond to participate in

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

high-end food events such as the Cayman Cookout, where he interacts with influential chefs and “the movers and shakers within the elites of society.”

“I am really getting to know the people who help create the demand for high-quality beef genetics,” Popovic says.

Richard Morais, contributing editor for *Barron's*, a premier financial magazine, met Popovic at the Cayman Cookout and the two “hit it off.” That led to a personal and behind-the-scenes tour of New York City’s beef industry. Popovic took Morais to DeBragga and Spittle Inc., one of CAB’s oldest partners in the area, and Bobo, a local licensed restaurant.

“He happened to be moving from Philadelphia to New York, so he asked if I could help him see the city in a different light. I said sure,” Popovic says.

Morais published a blog featuring the educational excursion on *Barron's* website, designed for a family audience with \$5 million of assets or more.

Popovic says the tour was “a great experience” and helped spread brand awareness.

“Most of the farmers and ranchers know that CAB is a premium brand. This just solidifies and takes that to a whole new level,” says Melissa Brewer, CAB assistant director of public relations.

Fulfilling his mission to share Angus producers’ stories, Popovic says, “one person at a time, that’s my motto.”

Buy, raise, feed the best

Learning from the past to improve performance, Galen Reece of Sawyer, Kan., bought a variety of cattle over the years before shifting to high-quality cattle with proven genetics.

Recently, a harvest group of 36 steers he bought on Superior Livestock Auction and fed at Pratt Feeders made better than 94% CAB and Prime (see 30.06 table, honorable mention). They also performed exceptionally well in the feedlot, gaining 4.05 lb. per day

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in March 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.	M	40 ^b	50.00	0.00	50.00
Pratt Feeders LLC	S	61 ^b	36.07	0.00	62.30
Will Feed Inc.	M	10	33.33	0.00	70.00
Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2
Chappell Feedlot	H	30	82.14	6.67	20.0
Pratt Feeders LLC	S	36 ^b	80.56	13.89	13.9
Beller Feedlot	M	40 ^b	70.00	25.00	7.5
Chappell Feedlot	S	15 ^b	60.00	0.00	0.0
Chappell Feedlot	H	35	50.00	5.71	0.0
Chappell Feedlot	H	17	50.00	5.88	17.6
Keeling Cattle Feeders Inc.	H	100	50.00	6.00	58.0
Pratt Feeders LLC	S	54 ^b	50.00	1.85	20.4
Pratt Feeders LLC	S	194	41.10	2.06	45.4
Keeling Cattle Feeders Inc.	H	88	37.25	0.00	72.7
McPherson County Feeders Inc.	H	79 ^b	36.71	1.27	73.4
Keeling Cattle Feeders Inc.	H	124	32.84	1.61	76.6
Keeling Cattle Feeders Inc.	H	171	32.61	0.58	73.7
Pratt Feeders LLC	S	76 ^b	31.58	3.95	42.1
Pratt Feeders LLC	S	35 ^b	31.43	0.00	22.9

^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.

with a 5.40 conversion rate of feed to gain.

“In our 40,000-head-capacity feedlot, his cattle are in the top 10% to 15%,” says Pratt Feeders manager Jerry Bohn.

Reece stresses the importance of bulls with the genetics to produce high quality, and makes it a practice to buy only calves sired by Gardiner Angus Ranch bulls. Along with the added value of premiums and greater efficiencies, Reece says the cattle generally have better health, as well.

“It doesn’t cost much more to own a really

good calf,” Bohn says. “And the benefits at the end more than offset the upfront costs.”

Taking that to heart on his ranch, Reece started his own herd a couple of years ago using the same brand of genetics, while continuing to buy from repeat sources on the video auction.

Eleven countries, one center

Top chefs from 11 countries hit the trail for CAB’s International Roundup beef

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Two-decade partnership

The 20th anniversary celebration of partnership with Certified Angus Beef LLC (CAB) was complete with steak and cake. Macgregors Meat & Seafood Ltd., a Canadian foodservice and retail business, recently visited CAB’s Education & Culinary Center in Wooster, Ohio, to mark its past success and discuss what the future will bring.

Macgregors and CAB spent the day gathered around the table, brainstorming new market opportunities. Value-added products (VAP) were the main conversation topic. The teams worked together to analyze typical marketplace trends specific to consumer-ready meals and healthy items.

“It was a great day, with lots of exciting ideas and information shared,” says Brett Erickson, CAB director of VAP. “Everyone left with renewed energy and enthusiasm for what the next 20 years hold with this strong relationship.”



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industry tour in May. The four-day annual event's 46 attendees hailed from countries such as Guatemala, Canada, Mexico, Colombia, Peru, Egypt and the Netherlands Antilles.

This year's participants were the first to experience the tour at the brand's new Education & Culinary Center in Wooster, Ohio.

"Historically, we've partnered with an agricultural university, where we can tap into their expertise and facilities, allowing us to demonstrate carcass fabrication and beef processing. We now have the ability to do all that training here," says Nikkie Allen, general manager for the center.



CAB staff presented on the beef market, production, carcass merchandising and menu ideation in Ohio before the international chefs traveled to Illinois to see the ranch and processing concept firsthand. They witnessed cattle care at the Sauk Valley Angus ranch and beef processing at Tyson Fresh Meat's harvesting facility.

"Their tour runs the full gamut. They're seeing how everything goes from the farm gate all the way to the dinner plate," Allen says. "We bring them in not only to see how American beef is raised and produced, but how high-quality the *Certified Angus Beef* brand is, right here in the states."

