



Brand News

► News and highlights from Certified Angus Beef LLC*

Day at the farm

Midtown Manhattan was the point of departure for a group of mainstream media professionals headed for Trowbridge Farms, an Angus operation in Ghent, N.Y. The farm has been producing top-notch Angus cattle for more than half a century.

The tour group included food editors and columnists from publications like *The New York Times*, *New York Post*, *Time Magazine*, *Hemispheres*, *FoodArts* and *Every Day with Rachael Ray*.



► **Above:** Mainstream media professionals at Trowbridge Farms, an Angus operation in Ghent, N.Y., had the opportunity to walk the pasture at the farm as Phil Trowbridge and family described environmental practices and management.

► **Right:** CAB Chef Scott Popovic discussed different cuts and grades of beef, and the role marbling plays in high-quality meat.



► **Left:** Trowbridge and his family explained why all beef is not created equal.



Participants had the opportunity to walk the pasture as Phil Trowbridge and his family described environmental practices and management. They explained why all beef is not created equal — offering an overview of beef and brand categories, including organic, natural and Prime. With assistance from Mark McCully, Certified Angus Beef LLC (CAB) assistant vice president, the Trowbridges explained selection and matching bulls to the herd.

CAB Chef Scott Popovic discussed different cuts and grades of beef, and the role marbling plays in high-quality meat. Marc John Sarrazin, of long-time foodservice licensee DeBragga and Spitzer, joined the group, along with Chef John Doherty, formerly of the Waldorf=Astoria.

The brand is seeing results from the trip, including mentions in food blogs and requests for tours of DeBragga and Spitzer. Two reporters requested product for

testing. Others are working on feature stories and articles using the brand's recipes.

“The weather was glorious, the grass green and the reporters were

amazed at the visual health and disposition of the cattle,” said Tracey Erickson, CAB vice president of marketing. “As you might imagine, this group is far removed from agriculture, so the opportunity to see the farm,

family and live animals up close was an eye-opener.”

Embracing celebrity

Certified Angus Beef® (CAB®) brand Steak Strips were featured on ShopNBC in May. Licensed processor Gary West Meats of Jacksonville, Ore., pursued this unique opportunity to introduce the steak strips to a broader customer audience.



ShopNBC is a multimedia retailer that sells products through its home-shopping television network, the Internet and direct mail. The steak strips were featured twice during a two-hour segment on *Discovering Gourmet Foods*. ShopNBC broadcasts live, daily, to approximately 60 million households. To purchase the CAB steak strips, visit www.garywest.com.

Another television brand mention came when Chef Bobby Flay visited the set of daytime talk show *The View*. While preparing burgers in a competition against a show host, Flay mentioned he was using CAB ground beef. He also referenced the brand in the latest promotion of his new cookbook. To watch the segment, visit YouTube.com and search for “*The View* burger throwdown.”

Kids in the kitchen

The Wayne County Home & Garden Show, hosted in CAB's hometown of Wooster, Ohio, prompted kids to get cooking with the brand. More than 35 recipes were

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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.

submitted by culinary teams composed of a child chef and a parent. All finalists received CAB coupons to the local licensed retailer,



toy store gift certificates and other prizes. The winner selected a local charity to receive a \$200 donation from CAB.

Other events included cooking demonstrations by the brand's culinary team, free samples and make-and-take spice rubs. Participation was a partnership between CAB and local licensed retailer, Buehler's Fresh Food Markets. Advertised meat department specials and radio remotes accompanied the activities.

Local and target market events like this promote the brand to consumers and drive home the message that high-quality Angus cattle equal a mouthwatering eating experience.

CAB team grows

Laura Nelson, a recent University of Wyoming graduate from the rural Nebraska side of Pine Bluffs, Wyo., accepted a position



Laura Nelson

with CAB in June. As an industry information specialist, she communicates the brand's value to producers and serves as a liaison with marketing and public relations departments with a range of projects.

Nelson works alongside director Steve Suther and specialist Miranda Reiman to produce stories, marketing pieces and web site content to help drive CAB acceptance rates and explain the program to every audience.

"We're very fortunate to have Laura on our team. She comes to us with a great range of experience in all forms of communication, knowledge of our company and a strong agricultural background," Suther says.

Nelson earned a bachelor's degree in communications with emphasis in agriculture and public relations, completing summer internships with the Wyoming Departments of Agriculture, and Travel and Tourism. Last summer, she served as a CAB marketing intern in Wooster, Ohio.

As a 2004-2005 National Beef Ambassador, Nelson continued that industry leadership throughout her collegiate career, including a term as state FFA reporter and volunteering as a student worker at the 2008 National

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in April 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 ^a	Head	%CAB	%Prime	%YG1&2	Natural
Panhandle Feeders Inc.	S	43	42.9	0.0	55.9	No
Panhandle Feeders Inc.	H	174	41.8	1.1	59.2	No
Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1&2	Natural
Thomas County Feeders Inc.	M	130	64.6	9.2	31.5	Yes
Thomas County Feeders Inc.	H	128	58.6	7.9	28.9	Yes
Thomas County Feeders Inc.	H	161	57.1	5.6	21.7	Yes
Panhandle Feeders Inc.	H	137	54.9	0.0	67.9	No
Chappell Feedlot	H	35	54.3	2.9	2.9	No
Thomas County Feeders Inc.	S	95	53.7	17.9	25.3	Yes
Thomas County Feeders Inc.	S	144	53.5	9.0	25.0	Yes
Thomas County Feeders Inc.	S	79	49.4	16.5	19.0	Yes
Mull Farms & Feeding Inc.	M	144	45.8	2.1	29.2	Yes
Chappell Feedlot	M	31	38.7	3.2	12.9	No
Thomas County Feeders Inc.	S	57	33.3	12.3	21.1	Yes
Thomas County Feeders Inc.	M	27	33.3	7.4	55.6	Yes
Thomas County Feeders Inc.	M	124	31.5	4.0	34.7	Yes
Carson Feeders Inc.	S	90	31.0	3.3	36.7	Yes
Wheeler Feed Yard Inc.	H	70	28.6	2.9	70.0	No

^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.

Cattlemen's Beef Association (NCBA) convention.

Nelson is currently based out of the Manhattan, Kan., Supply Development office, but will transition to the corporate headquarters in Ohio this winter.

K-Stater interns with CAB

Lacey Altwegg, a senior at Kansas State University (K-State), is the summer 2009 CAB Industry Information intern. An agricultural communications and journalism



Lacey Altwegg

major with a minor in leadership studies, she works on the team with industry information specialists Laura Nelson and Miranda Reiman and director Steve Suther. Her duties include producing feature stories and news releases, developing and maintaining media contacts, and maintaining current web content.

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Altwegg grew up on a small family farm near Chapman, Kan., and fostered a passion for agriculture through involvement with FFA and 4-H.

At K-State, Altwegg is active in the Agriculture Communicators of Tomorrow (ACT), where she represents the club on the university's agriculture council. Recently chosen as a member of the Blue Key Senior Honorary, she will serve as the director of team development. Altwegg will use her journalism skills this fall as co-editor of the *Agriculturist*, a K-State student magazine.

The summer internship, from late May to mid-August, is based out of the Manhattan, Kan., office.

Grilling featured online

This month's "Cookin' It Up" online bonus feature shines the spotlight on summer grilling season. Visit www.angusjournal.com for a recipe for "Cowboy" Steaks with Steamed Guinness French Onion Beans."

