



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Pennsylvania Stampede

Members of Northeastern retail cooperative Associated Wholesalers Inc. (AWI) got a close look at life on an Angus ranch with Certified Angus Beef LLC (CAB) this spring. Herr Angus Farm hosted more than 100 retail grocery store owners and meat managers for one of the largest consumer farm tours the brand has organized to date.

The goal was to turn meat managers and store owners into *Certified Angus Beef*® (CAB®) brand experts, says Christy Johnson, CAB special projects manager. AWI representatives from across the state spent the day touring the Nottingham, Penn., ranch and feedlot. They gained insight on production factors that affect beef quality and how palatability dictates consumer preferences.



► **Above:** Herr Angus Farm hosted more than 100 retail grocery store owners and meat managers.

► **Right:** Pennsylvania Department of Agriculture Deputy Secretary Mike Pechart proclaimed “Beef Month” for the state during the lunch program.

Ranch manager Dennis Byrne shed light on the day-to-day operations of a modern family farm and spoke to the role cattlemen play in environmental stewardship.

“This type of program impacts retail grocery owners and meat managers in a huge way,” Johnson says. “These are the people who go back to their stores to tell the story of beef production and talk about the quality of the *Certified Angus Beef* brand with consumers.”

CAB partnered with the Pennsylvania Beef Council and Tyson Fresh Meats to focus breakout sessions on carcass utilization and alternative merchandising methods for the popular middle meats. Building on the retailers’ enthusiasm, Pennsylvania Department of Agriculture Deputy Secretary Mike Pechart proclaimed “Beef Month” for the state during the lunch program.

“We had a lot of people walk away from the tour at Herrs with their eyes really opened up to what goes into the product they sell to consumers every day,” Johnson says. “Having that information not only makes them more capable, but also more excited, to go out and sell CAB product.”



Herr Angus Farm joined the CAB Feedlot Licensing Program (FLP) in the fall of 2009.

## Ranch hosts

CAB would like to thank and recognize all the ranches that have hosted tours and events for the brand and its partners in the past year. These cattlemen and women have served as invaluable educational resources, and their time and hospitality is sincerely appreciated:

- Belvin Angus Ranch, Innisfail, Alta., Canada
- Five Star Land & Livestock, Wilton, Calif.
- Fluharty Farms, Gause, Texas
- Gardiner Angus Ranch, Ashland, Kan.
- GG Genetics, Ida Grove, Iowa
- Herr Angus Farm, Nottingham, Penn.
- LGW Ranch, Hermiston, Ore.
- Rally Farms, Millbrook, N.Y.
- Rock’n D Ranch, Junction City, Ore.
- Sauk Valley Angus, Rock Falls, Ill.
- Spring Cove Ranch, Bliss, Idaho
- Spruce Mountain Ranch, Larkspur, Colo.
- Squaw Coulee Ranch, High River, Alta., Canada
- Summitcrest Performance Angus, Summitville, Ohio
- Trinity Farms, Ellensburg, Wash.
- Trowbridge Angus Farm, Ghent, N.Y.
- Warden Angus, Council Bluffs, Iowa

## 1 night, 12 kitchens

The CAB brand and Jag’s Steak & Seafood were center stage this spring at the 1 Night, 12 Kitchens event in Cincinnati, Ohio. Consumers were invited to “tour” the kitchens of 12 high-profile local restaurants, interact with their chefs and try some of their most popular items, including CAB product provided by Jag’s.

The brand’s Kyle Miller was a featured guest chef and speaker at the event, giving a demonstration on fabricating a boneless ribeye. Focusing on creative ways to merchandise the ribeye provides meat cutters unique ways to utilize trim and get higher yields from a carcass, he explained.

“The goal of featuring a more labor-

## CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588; phone: 330-345-2333; fax: 330-345-0808 • [www.cabpartners.com](http://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  
**Lance Zimmerman**, supply development marketing manager

#### Nebraska staff:

**Paul Dykstra**, beef cattle specialist  
 782 5th St., PO Box 856, Chappell, NE 69129  
 308-874-2203  
**Miranda Reiman**, industry information specialist  
 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  
**INDUSTRY INFORMATION DIVISION**  
 16360 Victory Rd., Onaga, KS 66521  
 phone: 785-889-4162  
**Steve Suther**, director

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).



► The brand's Kyle Miller was a featured chef and speaker at the 1 Night, 12 Kitchens event.

intensive cut was to reach those customers who consider themselves real 'foodies,'" Miller explains. "They want something different, something special — something that will be a hit at a party."

More than 600 consumers, chefs and media personnel sampled the grilled filet of ribeye and ribeye-cap pinwheel skewers. The samples were a hit, Miller says, and consumers were guided to CAB-licensed retailer Meijer Inc. to purchase more.

"We want consumers to have the confidence to ask their butcher for this type of product at the grocery store. When they do, they also ask for the *Certified Angus Beef* brand," he says.

### K-State student interns with CAB

Lyndee Patterson, CAB Industry Information 2010 summer intern, is a senior at Kansas State University (K-State) majoring in agricultural communications and economics. She joins the team to help increase producer commitment to the CAB brand through technical and feature articles and news releases from print to the Web.

Her own commitment to agriculture was instilled while growing up on a small, diversified crop and livestock farm near Holton, Kan., and through her involvement in the local 4-H and FFA programs.

Active in several collegiate organizations, Patterson serves as vice president of KSU Collegiate Cattlewomen and as a member of Block and Bridle. She also sings in the KSU collegiate choirs.

### Corcoran Farms

The siblings who run Corcoran Farms are no strangers to above-average numbers, starting with the fact that there are 13 of them. Of the dozen-plus family, four brothers operate the farming and beef cattle enterprises, where they enjoy seeing above-average numbers in their cattle's carcass performance, too.

Dennis Corcoran manages the 250-head commercial Angus farm that fills the family's feedlot, a licensed CAB partner. They joined the FLP more than a decade ago, hoping to find resources and information that would

**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in April 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 |
|-------------------------------|------------------|-----------------|-------|--------|--------|---------|
| McPherson County Feeders Inc. | S                | 44              | 85.2% | 11.4%  | 56.8%  | No      |
| McPherson County Feeders Inc. | H                | 54              | 71.8% | 16.7%  | 50.0%  | No      |
| McPherson County Feeders Inc. | S                | 21 <sup>b</sup> | 71.4% | 23.8%  | 57.1%  | No      |
| Chappell Feedlot              | S                | 46 <sup>b</sup> | 58.7% | 2.2%   | 32.6%  | No      |
| Chappell Feedlot              | H                | 24 <sup>b</sup> | 58.3% | 0.0%   | 41.7%  | No      |
| Chappell Feedlot              | H                | 66 <sup>b</sup> | 56.1% | 7.6%   | 56.1%  | Yes     |
| Beller Feedlot                | H                | 42 <sup>b</sup> | 47.6% | 33.3%  | 69.1%  | No      |
| Beller Feedlot                | H                | 48              | 40.5% | 2.1%   | 56.3%  | No      |
| Chappell Feedlot              | S                | 36 <sup>b</sup> | 38.9% | 0.0%   | 8.3%   | No      |
| Pratt Feeders LLC             | S                | 40 <sup>b</sup> | 35.0% | 0.0%   | 85.0%  | No      |
| Chappell Feedlot              | M                | 45 <sup>b</sup> | 33.3% | 0.0%   | 22.2%  | No      |
| Pratt Feeders LLC             | M                | 10 <sup>b</sup> | 30.0% | 0.0%   | 80.0%  | No      |
| Chappell Feedlot              | H                | 37 <sup>b</sup> | 29.7% | 0.0%   | 27.0%  | No      |
| Bassett Feeding Inc.          | H                | 45              | 25.0% | 20.0%  | 64.4%  | No      |
| Corcoran Farms                | M                | 24 <sup>b</sup> | 25.0% | 8.3%   | 58.3%  | No      |
| Northwest Cattle Feeders LLC  | M                | 81 <sup>b</sup> | 23.5% | 12.4%  | 39.5%  | No      |

| Honorable Mentions         | Sex <sup>a</sup> | Head             | %CAB  | %Prime | %YG1-2 | Natural |
|----------------------------|------------------|------------------|-------|--------|--------|---------|
| Beller Feedlot             | S                | 41 <sup>b</sup>  | 61.0% | 7.3%   | 36.6%  | No      |
| Beller Feedlot             | S                | 11 <sup>b</sup>  | 54.6% | 0.0%   | 72.7%  | No      |
| Chappell Feedlot           | H                | 30 <sup>b</sup>  | 53.3% | 10.0%  | 16.7%  | No      |
| Chappell Feedlot           | S                | 14 <sup>b</sup>  | 50.0% | 0.0%   | 7.1%   | No      |
| Chappell Feedlot           | S                | 32 <sup>b</sup>  | 46.9% | 3.1%   | 12.5%  | No      |
| Chappell Feedlot           | M                | 28 <sup>b</sup>  | 46.4% | 0.0%   | 10.7%  | No      |
| Loseke Feedyards           | M                | 97 <sup>b</sup>  | 44.3% | 8.3%   | 45.4%  | No      |
| Thomas County Feeders Inc. | H                | 79 <sup>b</sup>  | 44.3% | 7.6%   | 44.3%  | Yes     |
| Pratt Feeders LLC          | S                | 40 <sup>b</sup>  | 42.5% | 0.0%   | 45.0%  | No      |
| Chappell Feedlot           | H                | 12 <sup>b</sup>  | 41.7% | 0.0%   | 16.7%  | No      |
| Chappell Feedlot           | S                | 56 <sup>b</sup>  | 39.3% | 1.8%   | 23.2%  | No      |
| Bassett Feeding Inc.       | M                | 112              | 38.8% | 8.0%   | 55.4%  | No      |
| Ford County Feed Yard Inc. | S                | 178 <sup>b</sup> | 38.2% | 5.1%   | 34.8%  | No      |
| Thomas County Feeders Inc. | H                | 50 <sup>b</sup>  | 38.0% | 8.0%   | 22.0%  | Yes     |
| Loseke Feedyards           | S                | 254 <sup>b</sup> | 31.5% | 0.4%   | 36.6%  | 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.

help them focus on quality on the ranch and in the feedyard.

"Working with CAB has been a great education for us to learn more about what beef consumers want," Dennis says. He focuses on carcass performance in bull selection, knowing it will pay off when the cattle finish in the feedlot.

"We look at EPDs (expected progeny differences) to find out how much carcass weight and ribeye size we're going to get and how they're going to marble. That's how you get into grading in the upper two-thirds of Choice, and that's a win for us and the consumer," he says.



► Dennis Corcoran manages the 250-head commercial Angus farm that fills the family's feedlot, a licensed CAB partner.

CONTINUED ON PAGE 78



He puts feedlot data into his CowSense herd management software to analyze how his cattle perform throughout the system.

“Each bull’s progeny is tracked, so we have data to support how they are performing in

the herd and in the feedlot.” He keeps a close eye on conception rates, birth weights and mothering abilities in the cow herd, too, plugging all those numbers into his management decisions.

The result?

“We’ve seen consistent quality in our cattle. We’ve been grading well the past several years,

and we just want to keep that up,” he says. Proof of that carcass performance shows in their recent achievement where one-third of a mixed load of 24 achieved CAB or Prime quality with no more than 6% outliers. That qualified them for a listing in the 30.06 Program report (see Table 1, page 77).

AJ

# What’s Cooking at CAB

With Chef Michael Ollier

## Get your grill on

Prepare for your crowning achievement as “The Grill Master” of summer with this bone-in ribeye recipe. The “Cowboy” steak is an American grilling classic. It’s full of generous marbling and flavor, which is only increased when the bone is left intact. You usually don’t need anything but a little salt and pepper to season when you start with a *Certified Angus Beef*® (CAB®) Cowboy steak, thanks to its naturally rich flavor. If you want a little extra “kick,” give this Ranchero Rub a try.

### Ranchero Rub

Yields ¼ cup; ideal for 2 lb. CAB® brand product

- 1 Tbsp. cocoa powder
- 1 Tbsp. ancho chile powder
- 1 tsp. cumin
- 1 Tbsp. sea salt

### Instructions:

- Preheat grill to medium high.
- Combine all ingredients.
- Rub seasoning into CAB Cowboy Steak just before grilling or cooking.
- Grill over medium-high heat to medium rare (145° F internal temperature) or desired doneness.
- Remove steaks and let rest for 4 minutes.



CAB Cowboy Steak

We kicked off grilling season this year by announcing CAB’s newest corporate partnership with Weber® Grills. You’ll be

seeing the CAB and Weber brands teaming up for promotional events a lot this summer, and we’re excited to work with such a great company.

Weber’s Chef Jamie Purviance stopped by the Wooster, Ohio, office and shared some tips and tricks to making the most of your Weber grill. Here are a couple of those pointers:

- ▶ You want a lot of heat to cook steaks. Especially for thicker steaks (like the Cowboy), you want a temperature of at least 500°.
- ▶ You can tell your grill is ready by holding your hand about a 12-ounce can’s height from the grates. If you can keep it there three seconds, it’s hot. Five to six seconds, and you’ve got medium heat; nine seconds and it’s at low heat.
- ▶ Take the chill off a steak before grilling it for best results. Let it set at room temperature for at least 15 minutes.
- ▶ The biggest mistake people make when grilling is fiddling with it too much. Put the steak on, hear the sizzle, close the lid and trap that smoke in. Relax and walk away.

Chef Jamie made “melted onions” for us, and they were a hit! If you’re grilling with charcoal, this will be a great, simple addition to your Cowboy Steak. Here’s how: Drop some whole onions on the grill. Cook them for 30 minutes to an hour, turning occasionally. When you can poke the onions with a knife and it spears easily, take them off the grill. Peel the burnt outside and cut them in half. Put the onion halves in a foil pan,



▶ From left, chefs Scott Popovic, Jamie Purviance and Michael Ollier kicked off grilling season by announcing CAB’s newest corporate partnership with Weber Grills.



Melted onions

cover with a little butter and vinegar, then let that pan heat slowly on the grill. The longer you let those onion halves set and heat, the better.

As always, you can visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com) for more grilling tips and recipes.

That’s what’s cookin’ at CAB! Until next month,

— Chef Michael