



Brand News

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

Big Apple food scene

The *Certified Angus Beef*® (CAB®) brand and the James Beard Foundation's "pop-up store" (JBF Ltd.) were the talk of New York City from first night to last bite this spring. The limited-time venue provided opportunities to eat, shop and learn about CAB, while connecting with America's Angus cattle ranchers.

JBF Ltd. operated in the city's trendy Chelsea Market for just 27 days, April 12 to May 14, and featured the work of the world's



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finest chefs. The brand and chef organization partnered to ensure diners the best beef available and add a healthy dose of farm and ranch education.

Each Friday was dubbed "Cowboy Friday," featuring guests from Angus ranches.

"We looked at this as an opportunity to showcase not only our product, but our ranch connections to a 'foodie' audience," said Melissa Brewer, CAB assistant director of public relations.

The pop-up was designed as a kind of educational restaurant, café, retail shop and performance space. Limited lunch menus and special, ticketed dinners by visiting chefs featured CAB brand product.

More than 100 media were invited to the grand opening and dinner. They included representatives from *Food Arts*, *Saveur*, *Men's Health*, *Southern Living*, *Good Housekeeping*, *O Magazine*, *Bon Appétit*, *Toasting Table* and *Nation's Restaurant News*. Chefs and celebrities who signed a life-size bull statue included cookbook author Patricia Wells; Food Network star Sunny Anderson; and chefs David Chang, Laurent Gras and Craig Deihl.



A world brand

One of the fastest-growing Southeast Asia markets for American beef got a taste of the CAB brand this spring.

Food & Hotel Indonesia 2011 was the largest food and beverage show in the



country's history, with more than 75,000 visitors in three days. The show was held in conjunction with Retail Indonesia 2011, an exhibition of retail technology, display and storage equipment.

Daisuke Shimojima, the

brand's international division senior marketing manager, attended with CAB foodservice distributor Indoguna Utama and Palmetto Foods, its supplier through Greater Omaha Packing.

K-Stater interns with CAB

Wyatt Bechtel is the CAB Industry Information intern for summer 2011. The Kansas State University (K-State) senior in ag communications and journalism, dual-majoring in animal science, grew up near Eureka, Kan., on his family's cow-calf and stocker cattle operation.

At K-State, he was first vice president of Agricultural Communicators of Tomorrow (ACT), and he will lead the chapter as president in the year ahead. Back home, he's a

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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.

volunteer coach for the Eureka Kids Wrestling Club.

As an intern, Bechtel writes news releases and technical articles, and travels for feature story interviews and photographs, all based in the Manhattan, Kan., CAB office from May through July.

Local connections far-reaching

Education is part of beef promotion and sales. That's as true within the beef industry as it is in selling beef to consumers.

Any of the 37 meat technical and sales professionals from Buckhead Beef Atlanta who came to Kensington Cattle Co., near Woodbury, Ga., for a ranch field day this spring would surely agree.

There were several demonstrations, but conversations took information exchange to a new level. To learn about the science and experienced judgment that goes into selecting high-quality animals for a registered purebred operation, the group had the opportunity to evaluate a pen of Angus cattle.

The group from Buckhead Beef, a top-ranked CAB distributor for more than 15 years, learned about the role grain-finishing plays in developing the flavor in beef and came to understand how proper nutrition at each stage of life is essential to keeping up the potential for highest quality.

Amanda Wydner, CAB executive account manager for the Atlantic region, notes some chefs and restaurateurs are asking for "local products."

"We must equip our distributors with an understanding of how it supports local farmers and ranchers when they offer the *Certified Angus Beef* brand," she says. "Across the U.S., our brand has a positive impact on agriculture and sustaining family farms. We must take a proactive role in educating customers about how we connect with the grassroots of the beef industry."

A couple weeks before, the people of Performance Food Service (PFS) had a similar experience in Virginia to mark the company's 25th year as a licensed CAB distributor.

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Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in April 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
Chappell Feedlot	M	73 ^b	67.12	15.07	47.95
Chappell Feedlot	S	48 ^b	60.42	2.08	33.33
Chappell Feedlot	S	67 ^b	53.73	5.97	55.22
Pratt Feeders LLC	M	58 ^b	53.45	1.72	58.62
Beller Feedlot	H	36 ^b	50.00	19.44	52.78
Guggenmos River Ranch Ltd.	H	14 ^b	50.00	0.00	92.86
Chappell Feedlot	S	78 ^b	47.44	0.00	76.92
Chappell Feedlot	S	34 ^b	47.06	0.00	32.35
Chappell Feedlot	H	34 ^b	44.12	0.00	11.76
Chappell Feedlot	H	17 ^b	41.18	0.00	23.53
Chappell Feedlot	S	49 ^b	40.82	0.00	28.57
Guggenmos River Ranch Ltd.	S	81 ^b	39.51	0.00	86.42
Pratt Feeders LLC	S	76 ^b	38.16	2.63	59.21
Miller Cattle & Feedyards LLC	S	74	32.35	0.00	55.41
Chappell Feedlot	M	39 ^b	30.77	0.00	30.77
Chappell Feedlot	S	36 ^b	30.56	11.11	25.00

Honorable mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2
Chappell Feedlot	M	31 ^b	90.32	3.23	0.00
Panhandle Feeders Inc.	H	126	70.24	1.59	43.65
Circle A Feeders LLC	S	35 ^b	65.71	20.00	51.43
Circle A Feeders LLC	S	105 ^b	62.86	24.76	29.52
Miller Cattle & Feedyards LLC	S	78 ^b	60.26	3.85	43.59
Ford County Feed Yard Inc.	H	79	60.00	10.13	43.04
Panhandle Feeders Inc.	H	41 ^b	51.22	2.44	39.02
Pratt Feeders LLC	S	74 ^b	47.30	8.11	17.57
Pratt Feeders LLC	S	108 ^b	47.22	1.85	63.89
Chappell Feedlot	M	54 ^b	44.44	5.56	9.26
McPherson County Feeders Inc.	H	68	43.40	2.94	67.65
Chappell Feedlot	S	21 ^b	42.86	4.76	9.52
Bassett Feeding Inc.	S	136	42.68	3.68	46.32
McPherson County Feeders Inc.	S	119 ^b	41.18	2.52	56.30
White Land & Cattle Co.	H	43 ^b	39.53	0.00	25.58
Pratt Feeders LLC	S	106 ^b	36.79	0.94	50.94
Beller Feedlot	H	37 ^b	32.43	10.81	48.65
Beller Feedlot	M	44	31.43	6.82	20.45
Pratt Feeders LLC	H	250	31.03	1.60	58.00
Beller Feedlot	M	135	30.48	5.93	34.81

^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.



► **Left:** Thirty-seven meat technical and sales professionals from Buckhead Beef Atlanta visited Kensington Cattle Co.



► **Right:** PFS Virginia representatives visited Edge-wood Angus of Richmond, Va.

“My team understands *Certified Angus Beef’s* quality, but when you can tie that locally to a farmer in Virginia with a stake in what we do, that’s very powerful,” says Eric Shoemaker, president at PFS Virginia. “We need to be able to talk with confidence about that connection with our customers.”

The group gathered at Edgewood Angus, east of Richmond, where the Pete Henderson family shared their passion for raising Angus cattle and how their focus on cattle care at the ranch helps to ensure high-quality steaks. Attendees enjoyed a hayride tour of the farm and lunch served by Extra Billy’s, a local CAB partner restaurant.

“We knew there were Angus farms

around, but getting there, being there, seeing the cattle and talking to Pete Henderson and his family really rounds out the whole picture and what we try to do for our customer base,” Shoemaker says. “This is a farm that produces good seedstock for beef we have in our warehouse, and it’s just an hour away.”

Technology increases uniformity

White Land & Cattle Co., a CAB feedlot partner at Lexington, Neb., harnesses the power of ultrasound to help sort cattle for harvest. It works, as seen in the group of 43 heifers listed in this month’s 30.06 Program honorable mentions (see Table 1, page 65).

This CAB dean’s list highlights cattle that achieve at least 30% CAB or USDA Prime with no more than 6% outliers. Honorable mentions narrowly miss due to a few more

outliers, but the heifers in this example qualified at 39.53% for the brand.

“We don’t ultrasound everything,” says feedyard owner Gary White. “We did ultrasound these cattle to try and hit the optimum end point.”

Using scan data, the feeder sorted a draft of Montana Angus heifers into two pens, the first harvest being these 43 head April 6. The other pen shipped just 15 days later.

“Genetics and a fair winter” are primary reasons for success with these cattle, White says. They came in weighing 623 pounds (lb.) and reached 1,169 lb. after 185 days, converting feed to gain at a 6.45-to-1 ratio.

While the heifers came in unweaned from two ranches, they had been on a preweaning health program that helped increase quality grades while decreasing medical cost, he says.

