



Brand News

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

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<http://pos.certifiedangusbeef.com>. For a source for
recipe ideas, storage and handling tips, restaurant
listings, retail store locations and cooking
information, visit www.certifiedangusbeef.com.

Cattlemen's Capstone

Angus cattle producers have a unique stake in the *Certified Angus Beef*® (CAB®) brand's ongoing success beyond the farm gate. A new and interactive program, Cattlemen's Capstone, kicks off July 16-17 with producers joining CAB chefs, meat scientists and marketing experts for an inside view of how the brand adds value to high-quality Angus cattle.

At the CAB Education & Culinary Center, participants will:

- Break down a side of beef with industry-renowned meat scientist Phil Bass.
- Learn about innovative beef cuts, specialty items and cooking techniques.
- Go behind the scenes to see how the brand is marketed to consumers.
- Learn about consumer loyalty to the brand.

Registration is free, including hotel accommodations for two nights and meals, but space is limited. Future seminars are planned, as well. For information contact Marilyn Conley at 330-345-2333 ext. 398 or mconley@certifiedangusbeef.com.

Brand image book

More than a product name or logo, a brand is an identity backed by the integrity of its program and product. Characterized by the people who embody it, it evokes perception and emotions, identifies character and culture.

The *Certified Angus Beef*® *Brand Image* book was created to preserve CAB's premium reputation. For partners involved in marketing and public relations, it supports endeavors to represent it uniformly.

"Our partners are committed to providing consistent premium beef to consumers, and it's our job to support them as they share our collective story," says CAB President John Stika. "This *Brand Image* book provides the groundwork to carry the brand's torch at the forefront of the quality beef movement."

Touching on CAB's history, each aspect of the team and how members work with industry partners, integrity is a mainstay throughout its pages.

Carrying the brand legacy is both a responsibility and a privilege, says Emily Krueger, CAB assistant

director for account marketing. "The book goes beyond logo marks, colors and fonts, deeper into who we are and what makes us able to achieve our mission," she says.

By developing a home for guidelines and reference materials, it ensures that all stakeholders in the United States or around the world can maximize brand recognition, relevance and value in the marketplace.

NYC meets CAB

Representatives from one of the largest media markets in the world traveled from the "city that never sleeps" to a relatively sleepy town for a day on the farm in early May.

Media guests were introduced to the CAB brand by way of Trowbridge Angus Farm, Ghent, N.Y.

The venture from Park Avenue to pastures in the Catskills helped freelance writers broaden their knowledge and awareness of the brand in a setting conducive to explaining its foundation. The second of three scheduled visits not only shared information on CAB and the cattlemen who comprise it, but also positioned the brand as a resource for future media inquiries.



► New York City media guests were introduced to the CAB brand by way of Trowbridge Angus Farm, Ghent, N.Y.



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

Mary McMillen, CAB director of marketing, said the media attendees came with open minds to embrace the day and its messages.

“We are most eager that they think of CAB as their go-to resource for solid, fact-based information,” she said.

In conjunction with a pasture walk that described the environmental practices and management of a modern-day family farm, CAB Corporate Chef Michael Ollier discussed the quality that chefs look for when supplying their restaurants. Then farm owner-manager Phil Trowbridge shared what his family does to produce that same quality product each day.

“Drawing the quality connection, that message was extremely important in my mind,” said Danielle Foster, CAB meeting planner. “Everyone is playing in the same food chain, and if we are working toward the same goals, it benefits everyone.”

As a former American Angus Association president, Trowbridge knows the value of sharing the story of production agriculture, especially in a setting focused more on glitz and glamour than expected progeny differences (EPDs) and feed rations.

“The Trowbridges are such great supporters of the brand, and Phil is always willing to open his doors for our group,” Foster said. “Just think about it. Eight media representatives who live in booming New York City just wanted to come out to the farm and experience that life.”

K-Staters intern with CAB

Nicole Lane of John Day, Ore., and Kaitlin Morgan of Deerfield, Kan., joined the CAB Industry Information team as summer interns in the Manhattan, Kan., office in May.

They write news releases and technical articles, travel for feature story interviews and photographs, and create social media posts to share the stories of how CAB producers bring high-quality beef to the table.

As Kansas State University (K-State) animal science and agricultural communications students, both serve as officers in the professional ag sorority Sigma Alpha and the Agricultural Communicators of Tomorrow (ACT) chapter. They also promote K-State as College of Agriculture Ambassadors and interns with K-State Research and Extension.

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Digital extras

Certified Angus Beef LLC (CAB) and the American Angus Association provide these video segments. Readers of our digital edition can click on the photo to launch the respective YouTube video. The url (www ...) for each video is also provided for our print edition readers.



Larry Corah, CAB vice president, talks about the impact selection for cattle docility has on the ranch, the herd and carcass quality. Here's the clip: www.youtube.com/watch?v=AMmhJGghpQO.



Chuck Backus ranches near Phoenix, Ariz., where most folks wonder how a cow makes a living, let alone high-quality beef. Yet Backus has his eye on beef quality improvements. He discusses why and how in this segment. Here's the clip: www.youtube.com/watch?v=MPuCPgoTeNo.



Dick Beck manages Three Trees Ranch near Sharpsburg, Ga. He says that aiming for Prime and premium Choice is not only logical and attainable, but well worth it. Here's the clip: www.youtube.com/watch?v=ayr50ps7Kgc.



Tracey Erickson, CAB vice president of marketing, discusses research on brand recognition and what it means to beef consumers. Here's the clip: www.youtube.com/watch?v=mH5mdJcw5aA&feature=youtu.be.



► Kaitlin Morgan (left), Deerfield, Kan., and Nicole Lane, John Day, Ore., joined the CAB Industry Information team as interns in the Manhattan, Kan., office.

Morgan grew up working on her family's commercial Angus operation. Through local 4-H and FFA programs she started a herd of her own, experiencing firsthand the hard work and dedication required in raising a quality product for the consumer.

Lane found a passion for agriculture by starting a small sheep operation through her involvement in the National FFA Organization. During her year of service as an FFA state officer, she discovered a love for creatively sharing the stories of those involved in agriculture, which led her to leave the Strawberry Mountains of Eastern

Oregon to pursue a career in agriculture communications in the heartland.

A cattle buyer's wise words

Terry Wynne is a straight shooter. You ask him a question; he tells you like it is. Yet, he's good at listening, too. Ten years ago, when a friend and cattle buyer stopped by Wynne Farms, near Galt, Mo., listening made all the difference.

"How come you don't raise cattle like you farm?" the buyer asked.

Perplexed at first, Wynne requested an explanation that led to his decision to buy bulls to enhance quality in his cow herd.

"Very wise words, and I'll never forget them," Wynne says. "From that moment on, our cattle have done nothing but gotten better."

Keeping that conversation in mind, Wynne now manages a quality-focused herd of Angus cattle and sells replacement heifers to nearby farmers. The rolling hills of his Missouri ranch mix with flat ground covered in fescue to serve as home to nearly 120 commercial pairs and 40 registered cows.



"It's all genetics," he says. "That's what it's about — and experimenting."


When news of CAB's genomic test, GeneMax™ (GMX), made its way to his farm, Wynne listened again.

"It's about getting the quality out there and doing the best job that we can do to raise good, quality cattle. GeneMax is going to help us a lot," he says.

After testing 50 head in 2013, Wynne is sold on using the DNA-based test to measure gain and grade potential in his high-percentage-Angus cattle.

"It's the coming thing," he says, advising fellow producers to get on it early.

"We want to raise better-quality meat," he says, "to raise some of the best stuff we can raise, you know? I'm not in for quantity; I'm in for quality. The better quality you make, the more money you make."

Wynne didn't start with CAB as a target, but he figures he was destined to get there: "I've been Angus my whole life. We're totally Angus. There's nothing else about it." 

Editor's Note: *Laura Conaway is a public relations and industry information specialist for CAB.*