



Brand News

► News and highlights from Certified Angus Beef LLC,* compiled by Emily Krueger.

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Culintro after hours

Always looking for ways to deepen connections with chefs around the world, the Certified Angus Beef® (CAB®) brand recently signed on with Culintro LLC, a culinary industry networking organization based in New York City.

Among other programs, Culintro hosts “Late Night” events to connect well-known chefs, up-and-coming chefs and other culinary professionals.

On April 25, CAB sponsored one such evening, and kicked off the growing partnership with Culintro at Colicchio & Sons, a renowned restaurant owned by “Top Chef” judge Tom Colicchio.

“We had the ideal opportunity to have our product served to these chefs,” says Melissa Brewer, Certified Angus Beef LLC (CAB) assistant director of public relations. “This is a prime example of a relationship that gives us the chance to showcase the brand.”

Local licensed foodservice distributor DeBragga and Spittler, New York’s Butcher®, provided the beef and attended, along with more than 300 registered guests.

CAB Education & Culinary Center Grand Opening May 5

The CAB brand celebrated a new ability to link ranchers to consumers in May, sharing the party with reporters, editors, broadcasters, chefs and “foodies” from across the United States.

Not surprisingly, the CAB Education & Culinary Center’s Grand Opening was an educational event. CAB President John Stika called the facility “a milestone, but not an end point,” representing the unique nature of the brand that spans the beef industry. A wide range of complementary skills among the staff help partners succeed at every level. “This Center is a bridge that connects the cultures within the beef communities, from the ranching side to the retail, foodservice and consumer sides.”

The event showed participants every aspect of the beef industry in a reverse plate-to-gate tour, from a culinary “dine-around” in Cleveland, a banquet with celebrity chef participation, a Meats 101 class, a ranch tour of Rod and Laurie Ferguson’s Chippewa Valley Angus Farms in Rittman, Ohio, and plenty of well-prepared,



► From left: John Doherty, Marc Sarrazin, Scott Popovic and Cedric Tovar of new licensee Bobo.



► From left: Marc Sarrazin, Tracey Erickson, Charlie Palmer and Marc Murphy (judge on *Chopped*).

PHOTOS BY DANIEL KRIEGER PHOTOGRAPHY

beef-centric meals. (See *Out-of-the-box Education* on page 72.)

Canadian partnership

A new partnership forged after two weeks, eight training sessions and 111 Real Canadian Superstores (RCSS) launched the President’s Choice Certified Angus Beef (PC CAB) program in early May.

CAB executive account managers Heidi Schroeder and Emily Agle traveled Canada from the west coast to the east, preparing in-store meat department managers and beef specialists to carry the premium beef brand.

“We are excited for the opportunity, especially in western Canada, ... the heart of cattle country, in the province of Alberta,” Agle says.

RCSS is a grocer under Loblaw Companies Ltd., and already a strong CAB brand partner. President’s Choice, a Loblaw brand, is joining forces with CAB to establish the front end of the protein retail market. Competition is heating up with the summer and large retailers like Target and Wal-Mart.

“The RCSS team really wanted to provide an offering that will differentiate them from

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

the rest of the crowd,” Agle says. “They have stepped up with impressive improvements in everything about their beef case — from quality, to signage to customer service.”

Show-Me Select

When it comes to choosing replacement heifers, there is more to it than what meets the eye. That is what cattlemen and women of the Show-Me Select Replacement Heifer Program learned on their annual regional beef industry tour.

More than 50 top commercial beef producers from Missouri began their Kansas tour at Fink Beef Genetics, a family-owned Angus business north of Manhattan, to gain a better understanding of genomic technology.

Armed with a little information on their EPDs (expected progeny differences) and observations of phenotype, participants were challenged to evaluate six heifers and assign their best guess for each one’s GeneMax™ score.

“The limited tools we provided for this contest are not all that different from what many use today,” says Kara Wilson, CAB supply programs manager, who led the demonstration.

Only six entries correctly ranked the pen with the true highest-scoring heifer.

The take-home message is simple, Wilson says. “Visual characteristics and sire group are not enough information to make accurate and market-competitive herd decisions.”

Genomically enhanced expected progeny differences (EPDs) account for higher accuracies and allow purebred Angus seedstock producers to gain a better picture of what those cattle will achieve, before collecting years of performance data.

“In an industry where time is money, CAB is taking this concept to the commercial Angus breeder at a time when the demand for premium beef is as high as it has ever been,” says Wilson.

While DNA tests for registered cattle look at a wide range of traits, the GeneMax focus on gain and grade targets the two areas most

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in April 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
Guggenmos River Ranch Ltd.	H	44 ^b	65.91	2.27	43.18
Chappell Feedlot	H	45 ^b	62.79	2.22	20.00
McPherson County Feeders Inc.	H	26 ^b	53.85	3.85	53.85
McPherson County Feeders Inc.	M	15 ^b	33.33	40.00	73.33
Pratt Feeders LLC	S	49 ^b	30.61	0.00	34.69

Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2
Loseke Feedyards	M	82 ^b	58.54	3.66	30.5
Chappell Feedlot	H	13 ^b	53.85	7.69	15.4
McPherson County Feeders Inc.	H	59 ^b	50.85	1.69	52.5
Darnall Feedlot	H	110	44.04	2.73	21.8
Chappell Feedlot	H	40	43.24	0.00	12.5
Chappell Feedlot	H	43 ^b	41.86	0.00	9.3
Hays Feeders LLC	S	71	41.79	5.63	19.7
Pratt Feeders LLC	S	66 ^b	37.88	4.55	31.8
Chappell Feedlot	S	32 ^b	34.38	0.00	18.8
Pratt Feeders LLC	H	187	33.33	2.67	52.4
Pratt Feeders LLC	S	111 ^b	33.33	0.00	40.5
Darnall Feedlot	S	138	32.06	0.00	39.1
McPherson County Feeders Inc.	S	70	30.30	4.29	45.7
Darnall Feedlot	S	90	30.00	2.22	44.4

^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.

relevant to cattle feeders and growers aiming for the CAB brand.

As the group of cattlemen from Missouri learned, GeneMax is an affordable tool that reveals a calf’s potential earlier, when visual inspection and pedigree aren’t enough.

Texas feast

Tables lofted in the barn, prepared with enamelware, red bandanas for napkins, denim tablecloths and Mason jar glasses set

the scene for the feast. Forty-one high-end chefs from across the country and outside the border, including Canada, Barbados and the British Virgin Islands dined like true Texans after an educational afternoon on the ranch.

Steve and Ginger Olson, owners of Olson Cattle Co., Hereford, Texas, reprised their role as annual CAB Chef Tour hosts this April for the second time, and went one better this year.

On top of teaching participants the day-to-day operations of their family farm and ranch, the Olsons shared a delicious down-home meal with their visitors.

“We decided we would just fix them what we do for our Sunday best,” says Ginger Olson.

Cooking for top chefs is an intimidating task, but the family welcomed the opportunity. The mouthwatering menu consisted of an assortment of hors d’oeuvres, CAB prime rib, Cajun potatoes and homemade rolls made from the farm’s wheat, topped off with mixed berry pie and homemade ice cream.

“Our goal was not to impress them,”

Unusual space, unique use



The lobby outside the president’s office at Sysco Central Illinois Inc. smells of fresh paint. The previously bare alcove near Dean “Robbie” Robert Jr.’s door now illustrates the partnership between the foodservice distributing company and CAB. On their way to see him, Robert’s visitors first see the mouthwatering beef glamour shots and an image of an Illinois Angus ranching family, portraying the “sustainable competitive advantage” the relationship provides.

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she says. “We just wanted to give them an experience. We wanted them to embrace the meal and participate in it.”

Regardless of intentions, the guests raved about each dish and one chef asked Olson for her cobbler recipe, she recalls, “which just blows me away.”

Telling producers’ story to chefs, and ultimately to consumers, deepens the culinary professionals’ perspectives of the food they serve, where it comes from, and the hard work and dedication behind each cut of beef.

“We want to show them that we love what we do, and take pride in caring for the animals,” Olson says. “We produce the beef, but CAB gets it into the hands of these chefs and they’re the ones that present it. They need to have ownership of where the beef comes from and the passion involved in producing it.”

Cattlemen campaign

Oklahoma producers’ commitment to raising quality Angus beef is important to Reasor’s — that’s why it’s featuring those messages in promotional materials.

The large retailer and partner of CAB

is recognizing farmers and ranchers and localizing the brand through a new “Cattlemen Campaign.”

It shows Reasor’s commitment to offering customers a premium product and supporting their in-state producers, says Christy Johnson, CAB special projects manager.

Visits with six area cattle operations and interviews across three generations of Angus breeders allowed Reasor’s to put a face with the brand. Developed from those visits, print, radio, TV and in-store video elements helped kick off the grocer’s summer grilling season.

“Reasor’s is located in an agriculture hotbed,” says Johnson. But she adds that with Tulsa nearby, a large portion of the area’s population dwells within city limits. “Local and the locavore movements have been huge buzz words the past few years. We are showcasing Oklahoma pride and allowing consumers to feel good about supporting farms and ranches that are close to them.”

Among interviewees were John Jr. and Gaye Pfeiffer of Pfeiffer Angus Farms, Mullhall; Allen and Doris Johnston of Homeacres Angus LLC, Okemah; Todd and Tracy Kunkel of Lazy K Cattle Co., Bluejacket; Tony Nichols in Wainwright; Bryan Davis in Council Hill; and Dale Johnston in Welch.

K-Stater CAB summer intern

Meg Drake, a senior at Kansas State University (K-State), serves as the 2012 CAB Industry Information summer intern.

Currently pursuing a degree in agricultural communications and journalism with a minor in animal science, Drake grew up on her family’s farming and ranching operation just outside of Winfield, Kan.

Her passion for the cattle industry stems from a stocker background, as well as involvement in local 4-H and FFA chapters. That’s where she competed in livestock judging, horse judging and various cattle competitions. In November, she finished off a decade of judging by competing with K-State teammates at the North American International Livestock Exposition (NAILE) in Louisville, Ky.

At K-State, aside from horse and livestock judging, Drake is a member of Collegiate CattleWomen and agricultural advocacy group Food For Thought.

Based in Manhattan, Kan., Drake works with CAB team members to compose news releases, video scripts and feature stories to help producers and feeders select and manage cattle that meet CAB specifications and earn premiums for those producers.

