



Brand News

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

CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588;
330-345-2333; fax: 330-345-0808
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
Mark McCully, vice president, production

SUPPLY DEVELOPMENT DIVISION

Kansas staff:

CAB Program Satellite Office
1107 Hylton Heights Rd.,
Manhattan, KS 66502
785-539-0123; fax: 785-539-2883

Larry Corah, vice president
Gary Fike, beef cattle specialist
Wendy Nichols, office and data manager

Kara Lee, supply programs manager
30731 172nd St., Leavenworth, KS 66048
812-653-0020

Nebraska staff:

Paul Dykstra, beef cattle specialist
782 5th St., PO Box 856,
Chappell, NE 69129
308-874-2203

Miranda Reiman, assistant director,
industry information
75845 Rd. 417, Cozad, NE 69130;
308-784-2294

Ohio staff:

Marilyn Conley, administrative assistant

INDUSTRY INFORMATION DIVISION

Steve Suther, director
16360 Victory Rd., Onaga, KS 66521
785-889-4162

Blogs:

Consumer-oriented: www.GoRare.com
Supply Development:
<http://blackinkwithCAB.com>



Twitter:

@BlackInkBasics
@CertAngusBeef



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To order CAB merchandise, visit
<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.

Public cooking class kick-off

Wooster, Ohio, is not a “bright lights, big city” scene, but offers hometown hospitality to all who visit Certified Angus Beef LLC (CAB) headquarters. Journalists and editors from national consumer media came to town May 3 to experience the small-town foodie scene and to help kick off CAB’s inaugural cooking class (see “What’s Cooking,” page 86).

“Grill Talk” was the theme for this one at the Education & Culinary Center (ECC), and future dates are set for Aug. 29, “Flavors of Fall,” and Nov. 20, “Holiday Entertaining,” according to Deanna Walenciak, CAB director of marketing.

Fees for the limited-seating events are donated to local charities.

“These classes offer an opportunity for consumers to come to the ECC and explore all of the neat things that have been just for chefs and business partners,” she says. “Participants get tips, ideas and great secrets for preparing delicious beef meals at home.”

Michael Ollier, CAB corporate chef, captured the audience in May with sizzling insight into what makes a quality steak.

“I really enjoy sharing my passion for cooking and teaching consumers how to make the most of their beef dollars through easy preparation tips,” Ollier says. “Beef can be intimidating to cook, but when you start with quality beef and take a few simple steps, it is an easy, delicious and healthy family meal. We are excited to share our expertise with the community.”

Ollier showcased various cuts, and participants asked questions and ultimately taste-tested for themselves. Local wines from Troutman Vineyards were paired with several beef-centered courses.

Media guests arrived that morning and took in “Beef 101” education prior to the evening seminar. They learned CAB’s history and local roots, and then rolled up their sleeves for a hands-on meat science and butchery lesson.

The following day, the food journalists shuttled around the Wooster area to experience local fare and take in the attractions.

For the August and November class registration information, visit www.certifiedangusbeef.com.

CAB retailer in El Salvador

International sales opportunities continue to grow with distributor, retailer and foodservice partners around the world. Now in more than 46 countries, a particular region of current growth is Central America, with six new and growing partnerships in seven countries since last October.

April marked the launch of CAB’s first El Salvador retail chain, Súper Selectos. With the leadership of licensed retail distributor and exporter, Quirch Foods Co., of Miami, Fla., this major grocery chain has been licensed to carry a selection of CAB brand cuts that include inside rounds, outside skirts, grinds, knuckles, short loins, ribeyes and strips.

Randy Whittemore, CAB executive account manager, made the trip to help kick off the partnership with three from Quirch Foods, including Jorge Torres, export sales representative and Súper Selectos account manager; Luis Puga, meat merchandiser; and Eduardo Quirch, director of business development.

Much of the culture and market is oriented toward providing locally raised beef, Whittemore says, so CAB adds a new dimension to the meatcase.

After multiple media interviews, he and Quirch Foods representatives were featured on national television, radio and in newspapers, announcing the top-quality beef now available at Súper Selectos. Quirch served as the main spokesperson and interpreter.

Whittemore says his on-location visit was to “help Súper Selectos progress their meat program,” and the two-way relationship has only just begun.

The premier supermarket has 80 stores across the country, nine of which joined the CAB program for the rollout.

Stika elected to AMSA Board

A contributing member for more than 20 years, CAB President John Stika was elected to the 2013 American Meat Science Association (AMSA) Board of Directors.

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

The organization began in 1948 to “foster community and professional development among individuals who create and apply science to efficiently provide safe and high-quality meat,” according to its website.

“As a leading meat and protein organization, AMSA continues to broaden its reach and collaboration within the industry,” Stika says. “As members, we are working to expand the area of meat research and industry outreach, increasing AMSA’s relevance to those involved in producing meat proteins.”



John Stika

The 10-member board and executive committee also include newly elected directors T. Dean Pringle of the University of Georgia and John Scanga of Elanco Animal Health. Brad Morgan, senior food safety and production enhancement specialist at Zoetis Inc., is the 2013 president-elect. Their two-year terms began following the June 2013 Reciprocal Meat Conference (RMC) in Auburn, Ala.

Board members continuing their terms include Robert Delmore (2013-2014 president), Scott Eilert (2013-2014 past president), Casey Frye (treasurer) and directors Betsy Booren (2014 RMC chair), Steven Larsen, Susan Shivas, Dana Hanson, Ann Brackenridge and Jerry Cannon.

AMSA recognized Stika’s contributions to the industry as a young scientist with an Achievement Award in 2010, and he continues to bring positive influence via the world’s leading beef brand.

Stika is now in his 14th year with CAB, and eighth year as its president.

Beef and Pheasants Forever

For more than 10 years, Iowa’s Ida County chapter of Pheasants Forever (PF) has served the CAB brand at its annual fundraising banquet. For this year’s 25th anniversary banquet, CAB again joined in with a \$750 sponsorship toward the prime-rib meal.

It’s all because CAB Feedlot Partner Mason Fleenor, Ida County PF co-founder and current board member, channels all of his brand promotion into the annual event. Fleenor says he used to hear complaints about the meat served, so he took it upon himself to



initiate the upgrade to the *Certified Angus Beef*[®] (CAB[®]) brand.

Since then, Fleenor has also secured CAB for the Ida County Cattlemen’s banquet and golf day.

The PF banquet fed a record 890 people, equivalent to nearly 10% of the county’s population. Live and silent auctions raised \$204,000 for habitat restoration and preservation.

Fleenor takes CAB’s support to heart not only on behalf of PF, but also as a licensed feedlot operator since 2003 and a purebred Angus breeder at his ranch, GG Genetics.

“Mason is a huge believer in the brand,” says Gary Fike, beef cattle specialist with CAB. “The quality of cattle he produces is a testament to that fact.”

Since becoming licensed, Fleenor and his wife, Diane, have enrolled and captured data on nearly 4,000 cattle that have averaged more than 45% CAB acceptance. Farming for 35 years, they operate a 275-cow registered Angus herd.

The two have hosted several CAB educational events at their feedlot and ranch through the years — and extend that to their home. The PF live auction annually brings together winning bidders to enjoy a special evening later, a CAB dinner for eight at the Fleenors’ home.

Fike, who says the prime rib at the banquet was among the best he ever had, was honored to represent the brand’s support for the local chapter. Since last year’s event, 103 habitat improvement projects were funded by Ida County PF, and more than 80 youth were able to participate in shooting sports.

Ohio, Canadian interns

CAB’s Industry Information Division is assisted by two summer interns this year from mid-May to mid-August.

Katie Fisher, a senior in agriculture communication, minoring in animal science at the Ohio State University (OSU), works out of the CAB main office on technical,

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Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in April 2013

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	AngusSource
Chappell Feedlot	M	10 ^b	40.00	0.00	0.00	No
Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	AngusSource
Chappell Feedlot	S	30	75.00	0.00	80.0	No
Beller Feedlot	S	28	66.67	0.00	32.1	No
Beller Feedlot	M	24 ^b	66.67	12.50	29.2	No
Chappell Feedlot	S	28 ^b	60.71	3.57	10.7	No
Chappell Feedlot	H	24 ^b	58.33	0.00	16.7	No
Pratt Feeders LLC	S	43 ^b	53.49	0.00	39.5	No
McPherson County Feeders Inc.	H	58 ^b	53.45	18.97	19.0	No
Keeling Cattle Feeders Inc.	H	150	50.00	1.33	52.0	No
Chappell Feedlot	S	49 ^b	48.98	0.00	14.3	No
Pratt Feeders LLC	S	94 ^b	47.87	0.00	53.2	No
Miller Cattle & Feedyards LLC	H	40 ^b	42.50	10.00	52.5	No
Ford County Feed Yard Inc.	S	142	42.39	2.11	47.9	No
Pratt Feeders LLC	H	126	39.60	3.17	73.8	No
Chappell Feedlot	S	28 ^b	39.29	7.14	7.1	No
Chappell Feedlot	S	47 ^b	38.30	0.00	4.3	No
Pratt Feeders LLC	S	140 ^b	37.86	0.71	55.7	No
McPherson County Feeders Inc.	S	74	37.31	2.70	63.5	No
McPherson County Feeders Inc.	M	77	34.85	1.30	84.4	No
Pratt Feeders LLC	H	114	34.00	1.75	46.5	No
Pratt Feeders LLC	S	27 ^b	33.33	0.00	40.7	No
Pratt Feeders LLC	H	68 ^b	32.35	4.41	58.8	No
Ford County Feed Yard Inc.	H	47	31.58	0.00	53.2	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.

news and feature writing. She plans a feature story and photography trip across Kentucky, Indiana and Illinois.

Fisher grew up near Coolville, Ohio, and credits her passion for the beef industry to working with her father, Randy Fisher, on their 160-acre farm. Other keys were her activities in 4-H, FFA and the American and Ohio Junior Simmental Associations.

She's still active in FFA, along with OSU Ag Communicators of Tomorrow (ACT), Ohio Cattlewomen's, National Wildlife Federation and the Columbus Zoo and Aquarium.

Fisher volunteers time at the Ohio Wildlife Center.

Rosie Templeton, senior in ag communications and ag business at another OSU, Oklahoma State University, grew up near Lethbridge, Alta., on her family's Hereford cattle ranch.

While at the University of Alberta, she founded the first Collegiate 4-H club in Canada. Stateside, Templeton is a reporter for the Oklahoma State Collegiate Cattlewomen and went with that group to the U.S. Cattle Industry Convention in Florida last winter. She signed on with the Cattlemen's Young Leaders Development Program.

She's also active in ACT and serves on the steering committee for the global Youth Agriculture Summit in Calgary this summer.

Templeton writes news releases and technical articles, and travels for on-location feature stories and event coverage from Manitoba to British Columbia, all from an office in the Canadian Angus Association offices in Calgary.

Both interns attended orientations sessions at CAB's Wooster, Ohio, office in May.

Sysco Las Vegas

The Entertainment Capital of the World stayed true to form May 8 for the Sysco Las Vegas Inc. Spring Showcase. Lights were glowing, parties were long-lasting and the steaks were high — quality, that is.

Cashman Center was the site for hosting 300-400 Sysco customers, primarily foodservice representatives from casinos, country clubs and traditional restaurants who came to sample Sysco products.

Not to be left out of the lights, the CAB booth was a standout with fajitas made from tomahawk- and portion-cut steaks provided by specialty meat companies Freedman Meats Inc. and Desert Meats & Provisions, respectively. The Mexican Fiesta theme was a hit as customers sampled fajitas while conversing.

"The showcase allowed us to share facts about the brand, to see the market potential and to meet existing customers," says Liz DeBoer, CAB marketing manager.



Still no time for trouble

Cattle can be brought in as calves, or backgrounded and then finished at Paul Miller's 6,000-head-capacity Miller Cattle and Feedyards, near Torrington, Wyo. A few years ago, that flexibility caught the attention of Jw Nuckolls, whose family has ranched northwest of Devil's Tower for almost a century (see "No Time for Trouble," March 2009 *Angus Beef Bulletin*, which is available via a back issue search at www.angusbeefbulletin.com).

"We like the care the livestock get, and having the ability of Paul's marketing expertise is very helpful. We also get very good rate of gain there," says Nuckolls, who ranches with his wife, Thea, and son, Will, near Hulett, Wyo.

It's an area where pine needle abortion can make spring calving a problem.

"We used to calve in August to September for 40 years," Nuckolls says, "but [Will]

believes that when the fawns start being born, so should the calves. So, now we calve around June 15 every year."

After six years building a relationship that included heifer development and custom breeding, 40 heifers from Nuckolls Ranch finished among the honorable mentions in this month's "On Target" CAB 30.06 report (see Table 1). They scored 42.5% CAB, including 10% Prime and 52.5% Yield Grade (YG) 1 and 2.

The heifers weighed in at 772 pounds (lb.) last November and left for a Cargill plant 142 days later at 1,381 lb., having gained 4.29 lb. per day. Their dry-matter feed conversion ratio was 6.31-to-1.

"Jw is a good cattleman and his cattle do well here," Miller says.

