



Brand News

► News and highlights from Certified Angus Beef LLC*

CAB® brand a click away with new online service

Steak lovers across the United States can rejoice, as the elite beef thought only to be served at white-tablecloth restaurants is now available for doorstep delivery. The *Certified Angus Beef®* (CAB®) brand now offers online ordering at www.certifiedangusbeef.com, making the traditional, Prime and Natural lines available for beef connoisseurs and gift givers nationwide.

“For more than 30 years, our premium beef brand has developed a loyal following of consumers demanding its unparalleled taste in the most elite steakhouses and grocery meatcases,” explains John Stika, president, Certified Angus Beef LLC (CAB). “Online service is the next step in delivering superior beef to customers who can share their passion for steak as the perfect celebratory gift.”

A selection of steaks and gourmet frankfurters are offered for purchase. Steak selections include tender 8-ounce (oz.) CAB filet mignons, full-flavored 12-oz. CAB strip steaks and robust 10-oz.

CAB ribeyes. All cuts are available in packages of four to six steaks and pricing begins at \$74.95.

Each order is fresh frozen, vacuum-sealed and covered with a durable polyethylene film to ensure the highest quality before being shipped in a gift box inside a reusable insulated cooler. For information and

ordering, visit www.certifiedangusbeef.com/order.

What ‘lean’ means in beef marketing

Healthy eating is a growing concern for many Americans. The market is flooded with food options boasting “reduced fat,” “low fat” or “no fat.” Meat products join in, to the extent they can be described as “lean.”

All of the hype about fat has led some folks to believe meat cannot be healthy if it tastes good, but flavor does not have to be the sacrificial lamb of healthy eating. Many high-quality cuts of beef are “lean” as well.

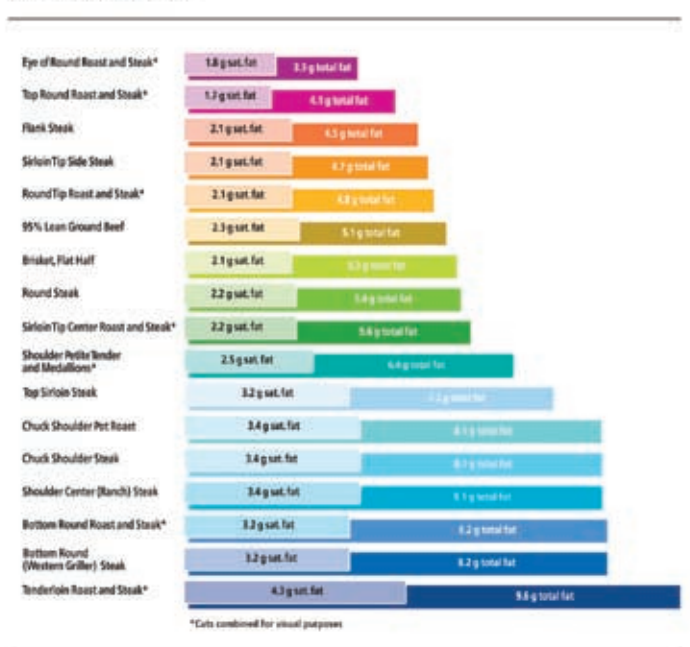
For example, the CAB brand is known for full flavor but has 24 cuts — ranging from roasts and brisket to tenderloin steak — that hit the lean beef target. To be considered “lean” by the U.S. Department of Agriculture’s (USDA’s) definition, meat must contain less than 10 g of total fat, 4.5 g or less of saturated fat and less than 90 mg of cholesterol per serving.

“Intramuscular fat (IMF), or marbling, largely determines beef carcass value,” says Stephen Smith, Texas A&M University meat biologist. “Beef with more marbling tastes better to most people.”

Mark Gwin, quality control and research and development manager for CAB, points out: “The difference in total fat percentage between Select and Choice is only between 2% and 3%. When consumers purchase less-

Lean beef that delivers on taste

Twenty-four cuts from the *Certified Angus Beef®* brand fit the USDA criteria for lean beef.



*Cuts combined for visual purposes

Lean: less than 10g of total fat, 4.5g or less of saturated fat, and less than 95mg of cholesterol per serving and per 100 grams. Source: USDA Nutrient Database for Standard Reference, Release 19.

Certified Angus Beef® brand data source: Oklahoma State University, January 2009. Based on cooked 3-ounce servings (medium degree of doneness, 100°), visible fat trimmed.

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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.



► Chef Craig Deihl and CAB's Chef Scott Popovic man the brand's Share Our Strengths booth during the NRA show.

marbled, Select cuts, they are giving up a lot of palatability, texture and quality for a very small difference in that total."

Marbling can offer more than improved taste. "There's a health benefit to eating well-marbled beef, compared to the lower-grading kind," Smith says. Beef with more marbling contains more oleic acid, and it has been shown that oleic acid can decrease LDL cholesterol. The levels of saturated and trans-fatty acids in beef decrease with more oleic acid.

CAB at the National Restaurant Association Show

Chef Craig Deihl, from Cypress Lowcountry Grille in Charleston, S.C., prepared two CAB dishes for the annual Food Arts BBQ during the National Restaurant Association Show in May. The barbecue benefits Share Our Strength, a national organization working to end childhood hunger in America. This is CAB's second year to co-sponsor the cookout, which develops brand awareness among premier chefs.

CAB also teamed with the American Soybean Association during the show to host 25 international chefs and food and beverage directors for a middle meats workshop. The event focused on showcasing innovative and efficient ways to merchandise the ribeye, top butt and strip cuts. The chefs and directors specifically looked at current trends in utilizing those cuts in the Caribbean markets and how to maximize profits on them. After the middle meats workshop, the chefs were challenged to create new dishes combining soy products and CAB brand cuts.

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in May 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 ^a	Head	%CAB	%Prime	%YG1-2	Natural
David Ranch	H	84	63.0%	21.4%	42.9%	No
Pratt Feeders LLC	S	73 ^b	61.6%	0.0%	58.9%	No
Guggenmos River Ranch Ltd.	M	136 ^b	56.6%	5.9%	71.3%	No
Chappell Feedlot	S	32 ^b	56.3%	0.0%	25.0%	No
David Ranch	M	38 ^b	52.6%	2.6%	42.1%	No
Pratt Feeders LLC	S	40 ^b	50.0%	2.5%	52.5%	No
Guggenmos River Ranch Ltd.	M	50 ^b	50.0%	0.0%	90.0%	No
David Ranch	H	40	47.4%	17.5%	57.5%	No
Chappell Feedlot	S	36 ^b	47.2%	2.8%	22.2%	No
Pratt Feeders LLC	S	20 ^b	45.0%	15.0%	55.0%	No
Pratt Feeders LLC	S	40 ^b	45.0%	5.0%	55.0%	No
Pratt Feeders LLC	S	16 ^b	43.8%	0.0%	43.8%	No
Chappell Feedlot	M	21 ^b	42.9%	0.0%	9.5%	No
Panhandle Feeders Inc.	H	24	42.9%	0.0%	66.7%	No
Chappell Feedlot	S	31 ^b	41.9%	0.0%	51.6%	Yes
Guggenmos River Ranch Ltd.	M	48 ^b	41.7%	4.2%	93.8%	No
Chappell Feedlot	S	24 ^b	41.7%	0.0%	12.5%	No
Pratt Feeders LLC	S	32 ^b	40.6%	0.0%	84.4%	No
Chappell Feedlot	H	26 ^b	38.5%	3.9%	42.3%	No
Pratt Feeders LLC	S	24 ^b	37.5%	0.0%	70.8%	No
Chappell Feedlot	S	33 ^b	36.4%	0.0%	36.4%	Yes
McPherson County Feeders Inc.	M	39 ^b	33.3%	2.6%	41.0%	No
Chappell Feedlot	H	25 ^b	32.0%	0.0%	32.0%	No
Pratt Feeders LLC	H	30 ^b	30.0%	0.0%	46.7%	No

Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	Natural
Loseke Feedyards	S	84 ^b	40.5%	0.0%	0.0%	No
Pratt Feeders LLC	S	22 ^b	36.4%	4.6%	50.0%	No
Panhandle Feeders Inc.	S	59	28.1%	1.7%	52.5%	No
Thomas County Feeders Inc.	M	49 ^b	24.5%	10.2%	42.9%	Yes

^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.

What's Cooking at CAB

With Chef Michael Ollier

Groovin' at the grill

Whew, summer is flying by here in Wooster, Ohio! I haven't had much time in my own kitchen lately; I've been on the road making guest radio appearances throughout the summer. Along the way, I even got the chance to stop by the American Angus Association office and learn more about what you guys are doing to create the great beef I get to cook with every day. I hope you all enjoy hearing from me in this column as much as I loved learning about you!

If you're in the Cincinnati, Ohio, or Seattle, Wash., areas, you might have heard me several times serving *Certified Angus Beef*® (CAB®) treats to on-air DJs. There's no better way to get good press for our product than to have a radio personality take his/her first bite of a CAB steak on air. They're always blown away by the great flavor, tenderness and juiciness and can't stop raving about it for the rest of their airtime.

I think we can still squeeze in some more outdoor grilling before fall sets in, and I have the perfect recipe. This has been my go-to grill concoction this summer for radio hosts, and I think you'll love it, too. It's so simple; I fix the vinaigrette ahead of time then whip the rest of the salad together in 10 minutes while the steaks grill. Check it out.

Don't forget to visit www.certifiedangusbeef.com for more grilling tips and recipes while the weather's still fine. That's what's cookin' at CAB!

Until next month,

— *Chef Michael*



► Chef Michael chats with Cincinnati, Ohio, radio and TV personality Amy Tobin about the steaks of summer.

Grilled Filet with Watermelon and Bibb Salad

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| 4 6-oz. CAB® tenderloin filet steaks | 3 Tbsp. olive oil |
| ½ serrano chili pepper, finely diced | 4 cups ½-in. diced seedless watermelon |
| 1 Tbsp. balsamic vinegar | 1 head Bibb lettuce, cleaned |
| 1 tsp. honey | Salt and pepper to taste |
| 1 tsp. finely chopped fresh mint | |

Instructions:

Prepare vinaigrette by whisking together serrano pepper, balsamic vinegar, honey, mint and olive oil.

Season filets and grill over medium-high heat until desired doneness. Remove from heat and allow to rest.

For salad, toss watermelon, lettuce and vinaigrette together. Serve with filets.

Feel free to substitute the filets with any other CAB middle meat. A strip or sirloin goes well with this for a lighter fare, or if you want something a little heartier, throw a ribeye or porterhouse on the grill. Either way, this is a recipe that lets the steak stand out. The watermelon salad adds a refreshing splash of summer, and the dressing is the perfect combination of sweet and heat.

Serves 4