



Brand News

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

Of beef and wine

Certified Angus Beef® (CAB®) brand cooperating ranchers Greg and Jennifer Rathbun, Moses Lake, Wash., joined in “An Evening of Red” series this summer with Mackay Restaurant Group, owners of El Gaucho and other licensed CAB restaurants in the Northwest.

The Rathbuns shared their stories of producing Angus cattle and raising kids in central Washington, while Chateau Ste. Michelle winemaker Bob Bertheau of Woodinville, Wash., discussed the logical vintage pairings with each course of the meals, and what went into the making of each wine.

Restaurante El Diego

When the staff at a popular Monterrey, Mexico, licensed restaurant updated uniforms, manager Gustavo Madero decided to include the CAB brand. That’s just the start of a strategic marketing campaign to include TV, radio and magazines to position Restaurante El Diego as the leader in quality with ads that feature the CAB brand.



New CAB retail exec

To support its network of global partners, Certified Angus Beef LLC (CAB) has appointed David MacVane, Middlegrove, N.Y., as assistant vice president of business development for retail. MacVane, who has been with the company for seven years, will lead the brand’s nearly 5,500-partner strong retail division to help grow their businesses.



David MacVane

In this role, MacVane will consult with leading retailers, providing them with strategies, tools and data to reach their goals with the brand. He will help them develop sales and marketing programs that communicate the CAB brand quality message to consumers, while continuing work with foodservice partners in the east and north central regions of the U.S.

“We are focused on how we can partner with retailers to grow business in whatever aspect they need,” MacVane says. “This brand has been a leader for 30-plus years because of its quality, performance and value. It gives retailers the instant credibility and brand recognition that takes years to develop with a newly formed store brand.”

While attending the University of Connecticut, MacVane began his extensive retail experience as an apprentice. Then, after attending Toledo (Ohio) Meats School, he

became a journeyman, on the way to more than 20 years in the foodservice and retail fields, serving as vice president of a foodservice company and a senior field consultant at IBP (now Tyson).

MacVane was featured in the June 20 *Angus Beef Bulletin* EXTRA. See the story online at <http://bit.ly/j15zPm>.



JBF and CAB

This summer the CAB brand took another step forward with the high-profile James Beard Foundation (JBF), being named as its official beef purveyor. That was in place for July’s annual JBF Chefs & Champagne event at its New York City headquarters, where CAB Ambassador and renowned chef John Doherty helped honor the 2011 JBF Award winner Emeril Lagasse.

The steaks of summer

Last year’s CAB Middle Meat Smackdown boosted the brand’s steak sales on the foodservice side and continues this year, headed for new records again. Meanwhile, the concept sizzled to life with CAB retailers through a nationwide CAB campaign called “The Steaks of Summer.”

Graphic design staffers at CAB customized advertising for such retail partners as Schnucks, Meijer, Price Chopper, Reasors, Foodland, Buehler’s, Acme and Strack & Van Til. The companies individualized with various strategies, often featuring steak samples off the grill and grill giveaways at radio live remotes. Meatcase managers vied

CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588; phone: 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

SUPPLY DEVELOPMENT DIVISION

Kansas staff:
CAB Program Satellite Office
1107 Hylton Heights Rd., Manhattan, KS 66502
phone: 785-539-0123; fax: 785-539-2883
Larry Corah, vice president

Gary Fike, beef cattle specialist
Wendy Nichols, office and data manager

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:

Mark McCully, assistant vice president; supply development director
Marilyn Conley, administrative assistant
Laura Nelson, industry information specialist
INDUSTRY INFORMATION DIVISION
16360 Victory Rd., Onaga, KS 66521
phone: 785-889-4162
Steve Suther, director

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.



for summer-long sales records.

As quoted in *Progressive Grocer*, Deanna Walenciak, CAB director of marketing, said customer interaction was a key for the retailers.

“When knowledgeable meat department staff engage customers, they can help them

select the best cut for the grill or try a new item like the flat iron. Consumers are hungry for basic grilling tips and new cuts that will perform great on the grill.”

KC retail grilling promo

The Kansas Beef Council made use of checkoff dollars to encourage more sizzle on the grill during May’s traditional Beef Month. One promotion partnered with 49 Kansas City Price Chopper stores, CAB and Ravenswood wine.

The campaign featured CAB strip steaks, supported by radio advertising, in-store point-of-sale messaging, live radio remotes with wine tasting, consumer radio contests, couponing and social media outreach. CAB provided support materials, steaks to sample, grill sets for giveaways and staff training.

Consumers could also win beef hats and aprons, as well as sign up for a chance to be one of a dozen for an evening at the Culinary Center of Kansas City, where they’ll learn everything they want to know about beef.

In-store coupons allowed \$2 off per pound of all CAB grilling steaks, and the Kansas stores had on-pack labels with mail-in rebate opportunities for another \$3 when beef and Ravenswood wine were purchased together.

Small bites, big taste

Meatball party platters and meatloaf sliders on pretzel buns? Yep, and not only that, but the new deli items this summer are made with CAB chuck from Kings Command Foods, Kent., Wash. The platters are available in a 44-ounce (oz.) microwavable tray, each with two 16-oz. packages of ½-oz., fully cooked CAB meatballs and 6-oz. sweet chili and barbecue sauce packets.



CONTINUED ON PAGE 120

Hodge Podge CAB truck

A Cleveland, Ohio-based food truck operator and CAB partner is a finalist in the television Food Network’s Great Food Truck Race. Chris Hodgson, chef and owner of Hodge Podge, features a CAB brand frankfurter, burger and even steaks on his mobile menu. It started in Las Vegas, Nev., this spring with eight fellow trucks. As they passed through a series of market cities, CAB kept pace on social media and engaged its local licensees to help connect with Hodgson and boost the brand. Tune in to the program in August to watch the brand cross the country in a most unusual race.



Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in May 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	S	28 ^b	64.29	3.57	71.43
Guggenmos River Ranch Ltd.	S	89 ^b	64.04	0.00	51.69
Chappell Feedlot	S	21 ^b	57.14	0.00	14.29
Guggenmos River Ranch Ltd.	H	53 ^b	56.60	3.77	54.72
Pratt Feeders LLC	S	40 ^b	52.50	2.50	57.50
Chappell Feedlot	S	42 ^b	40.48	7.14	11.90
Chappell Feedlot	S	20 ^b	40.00	5.00	45.00
Chappell Feedlot	S	43 ^b	39.53	4.65	46.51
Chappell Feedlot	S	56 ^b	32.14	1.79	35.71
McPherson County Feeders Inc.	S	78 ^b	32.05	2.56	55.13
Honorable mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2
Performance Blenders	M	20 ^b	80.00	15.00	25.00
Performance Blenders	M	20	77.78	20.00	25.00
Performance Blenders	M	24	68.18	29.17	25.00
Pratt Feeders LLC	S	74 ^b	62.16	2.70	25.68
Beller Feedlot	S	84 ^b	53.57	0.00	11.90
Pratt Feeders LLC	S	56 ^b	44.64	0.00	32.14
White Land & Cattle Co.	S	40 ^b	42.50	0.00	40.00
Pratt Feeders LLC	S	33 ^b	39.39	0.00	45.45
Keeling Cattle Feeders Inc.	H	140	32.88	4.29	47.14
Pratt Feeders LLC	S	40 ^b	32.50	0.00	27.50
Pratt Feeders LLC	M	40 ^b	32.50	0.00	35.00
Pratt Feeders LLC	S	50	31.71	0.00	66.00
Keeling Cattle Feeders Inc.	S	61	31.25	4.92	54.10
Pratt Feeders LLC	H	58 ^b	31.03	1.72	43.10
Pratt Feeders LLC	S	70	30.77	0.00	55.71
Beller Feedlot	S	43 ^b	30.23	0.00	48.84

^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.

Destined for the hot deli case or take-home meal section of retail stores, the 1.2-oz. meatloaf patties and 1-oz. pretzel buns make ideal sliders. They are like the burger sliders popular at pubs and grill venues. Both items feature onions, green peppers and breadcrumbs for made-from-scratch flavor, but no MSG, binders or fillers.

Steakhouse strip profits

A CAB distributor explained why his restaurant customers weren't complaining about beef prices in June.

"They can cut a 10-oz. CAB New York strip from a loin for \$3.95 on the plate. Adding the vegetables, it's still under \$5 cost,

which most of them can sell for \$15. With 70 of those on a Steak Night Special, they're looking at \$700 profit for just one item that evening."

Guggenmos cattle rule

Angus cattle from Guggenmos River Ranch, near Brewster, Neb., proved their worth again, affirming that focused selection and management work.

The CAB partner yard added to its history of excellence with 57 of 89 steers qualifying for the brand, along with 32 of 53 heifers. Two of those graded Prime as well, and more than half of the cattle in both pens were lean, Yield Grade (YG) 1 or 2.

That's why the pens show up near the top for recognition in the monthly CAB 30.06 Program list (see table on page 119). Guggenmos previously earned a Bronze

plaque for qualifying more than 500 head over time that achieve at least 30% CAB or Prime with no more than 6% outliers.

Owner Larry Guggenmos credits meticulous records for his ability to keep improving the ranch herd.

"We've got the history on each calf's mother, grandmother and more, with data that goes back about 21 years," he says.

Who knows, but the quality grades could have improved even more if the market had not spurred action with its sudden downturn in early May.

"We could have shoved a bunch into Prime with another two or three weeks, but they're gone now, and I'm tickled with the results," Guggenmos says.

