



Brand News

► News and highlights from Certified Angus Beef LLC*

Culinary team grows

Chef Michael Ollier has joined the *Certified Angus Beef*® (CAB®) brand culinary team. Ollier is enamored with cooking traditions. He believes the heart and soul of American cuisine begins at the family dinner table — a philosophy that serves him well in his new position.



Chef Michael Ollier

As a brand spokesperson, Ollier will use his passion for food and subtle sense of humor to educate consumers about selecting and preparing beef dishes. Special events and cooking demonstrations will take him across the country to teach audiences that flavorful food begins with fresh, high-quality ingredients.

When not traveling and teaching, Ollier creates mouthwatering recipes and serves as the brand's food stylist. He also evaluates consumer trends and helps apply them to the brand's marketing endeavors.

Ollier's fascination with food began at a young age. His grandfather started a butcher shop after serving in World War II. His mother and aunts are influential cooks in their own right, passing their passion to the next generation. As the former *chef de cuisine* at South Market Bistro in Wooster, Ohio, Ollier was instrumental in starting the restaurant, developing relationships with farmers, and creating menus from fresh, local ingredients.

Ollier attended classes in France at the world-renowned *École LeNôtre* near Paris. He was a former newspaper chef-columnist and food photographer, and former cooking-school instructor.

When not in the kitchen, Ollier resides in Wooster with his wife and children.

Share our strength

CAB was an event sponsor at the recent Share Our Strength® and Food Arts 11th Annual Championship BBQ & Cookout. Leading chefs squared off in a "people's choice" barbecue competition to benefit America's hungry children during the National Restaurant Association Show in Chicago.

Celebrity chefs and foodservice companies from across the country attended. Chef John Doherty, principle in JCM Hospitality Group, was a featured chef representing CAB, along with Scott Popovic, corporate chef, and



Michael Ollier, consumer chef. Chef Michelle Brown of Jag's Steak & Seafood, a Cincinnati-based licensed restaurant, assisted.

The group prepared CAB Prime Sliders, Chipotle Braised Brisket with Gremolata and Carpaccio of CAB Prime Tenderloin with Roasted Garlic Flan and Ginger Consommé.

Several chefs also used the brand in their presentations:

- Andy Husbands, Tremont 647, Boston – CAB tenderloin
- Randy Zweiban, Province Restaurant, Chicago – CAB brisket
- John Caputo, Bin 36, Chicago – CAB skirt steak
- Roberto Santibanez, famed Mexican chef and U.S. restaurateur – CAB skirt steak

Share Our Strength is a national organization working to make sure no child in America grows up hungry. It weaves together a net of community groups, activists and food programs to target children at risk of hunger and surround them with nutritious food where they live, learn and play. It also works with the culinary industry to create engaging, pioneering programs. For information, visit www.shareourstrength.org.

Selection, culling are keys

Cooperation led two Flint Hills ranchers to feed one of the highlighted harvest groups in this month's 30.06 honor roll from licensed partner Pratt Feeders LLC. The CAB program recognizes feedlots harvesting enrolled cattle that achieve 30% or higher CAB brand acceptance while keeping both yield grade (YG) 4s and overweight carcasses below 3% each.

Partnered producers Vernon Bohn, Dwight, Kan., and Fred Germann, Junction City, Kan., pay attention to everything from genetics to health, feedlot and carcass data to keep improving. Their 39-head harvest group of steers went 30.8% CAB, including 2.6% Prime, with superior leanness at 64.1% YG 1 and 2. Bohn attributes the home-raised calves' success partly to good bull selection from local Angus breeders.

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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.

BRAND NEWS

“We buy the best bulls we can afford and have great relationships with all our suppliers,” he says. “Their genetics are getting better all the time, so we are just trying to keep up.”

Bohn and Germann have sent their cattle to the Pratt, Kan., yard for the past seven years, in part because brother Jerry Bohn is manager there. “They all do a good job making sure our cattle are sorted well and stay healthy, and Pratt always has competitive cost-of-gains,” Bohn says.

A record of accurate weaning weights and a rigorous culling process helps Bohn raise cattle for the CAB brand target. “We cull pretty hard,” he says. “Our vet tells us we cull a lot of cows that most people would consider good. If a heifer doesn’t wean a good calf twice in a row, we get rid of her.”

Grilling featured online

This month’s “Cookin’ It Up” online bonus feature shines the spotlight on the mini burgers, or sliders, that are all the rage on restaurant menus. Visit www.angusjournal.com for a recipe for “Mouthwatering Mini Burgers.”



That’s a wrap!

Wooster, Ohio-based Buehler’s Fresh Markets recently unveiled the brand’s newest ad wraps on its truck fleet.



Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in May 2009



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® Feedyard	Sex ^a	Head	%CAB	%Prime	%YG1-2	Natural
Chappell Feedlot	S	16	60.0	6.3	25.0	No
Pratt Feeders	S	127 ^a	58.3	3.9	53.5	No
Thomas County Feeders	H	47 ^a	55.3	2.1	42.6	Yes
Guggenmos River Ranch	M	43	54.8	4.7	74.4	No
Thomas County Feeders	M	68 ^a	38.2	5.9	64.7	Yes
Beller Feedlot	S	19 ^a	31.6	15.8	36.8	No
Pratt Feeders	S	39 ^a	28.2	2.6	64.1	No

Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	Natural
Beller Feedlot	S	23 ^a	65.2	8.7	4.3	No
Wilke Cattle Co.	H	17 ^a	64.7	0.0	29.4	No
Wilke Cattle Co.	H	28 ^a	60.7	7.1	39.3	No
Circle A Feeders	S	225 ^a	58.7	29.8	69.3	No
David Ranch	M	117 ^a	56.4	19.1	35.9	No
Pratt Feeders	S	115 ^a	55.7	0.9	30.4	No
Thomas County Feeders	S	12 ^a	50.0	16.7	25.0	Yes
David Ranch	S	75 ^a	49.3	14.7	36.0	No
Carson Feeders	S	110	47.9	0.0	50.0	No
Thomas County Feeders	S	34 ^a	47.1	0.0	29.4	Yes
Thomas County Feeders	S	177 ^a	46.9	3.4	28.8	Yes
Thomas County Feeders	H	69 ^a	46.4	10.1	11.6	Yes
McPherson County Feeders	H	71	45.2	1.4	42.2	No
Wilke Cattle Co.	H	20 ^a	40.0	10.0	10.0	No
Bassett Feeding	S	119	36.4	2.5	36.2	No
Bassett Feeding	S	16	36.4	0.0	43.8	No
Pratt Feeders	S	67 ^a	32.8	0.0	35.8	No
Bassett Feeding	S	40 ^a	32.5	0.0	20.0	No
Beller Feedlot	H	44 ^a	29.6	6.8	59.1	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.