



Brand News

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

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<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.



Canadian Roundup

Alberta is the heart of Canada's beef country. With western plains stretching before the northern Rockies, this open land is where much of the nation's beef is raised. June 10-11, foodservice professionals from across the country gathered in Calgary, Alta., to explore the beef industry and better understand the steps involved to produce the top-quality beef they sell to customers daily.

Certified Angus Beef LLC (CAB) often hosts gate-to-plate educational programs for licensed partners in the states. This roundup was a unique event, hosted in Canada and focused specifically on their beef-production system.

Canada ranks as the top international market for the *Certified Angus Beef*® (CAB®) brand. Qualifying beef is raised and processed in both the United States and Canada. Sales continue to grow in the northern country, currently accounting for more than 35% of the brand's international business.

Forty retail, restaurant and foodservice distributor partners travelled from all corners of the country to meet with ranching, feedlot and packing partners and learn about the average 760 days it takes to produce beef from start to finish.

The first stop was Hamilton Farms, where 400 purebred black Angus are raised in the Cochrane foothills. Canada Beef, the Canadian Angus Association and the Hamilton family's veterinarian shared insight into their roles in the industry.

The evening ended with 16-ounce (oz.) Cowboy ribeye steaks, hot off the grill. Guests ate their fill while enjoying each other's company and witnessing an Alberta sunset.

Ballco Feeders Inc. and Cargill opened their doors the following day, welcoming participants to learn about their businesses.

By the end of the journey, attendees saw all of the steps that lead to the final packaging and shipping, bringing beef to their foodservice entity's back door.



Home-run hit

Memorial Day weekend was memorable for Chicago White Sox fans as they poured into U.S. Cellular Field Sunday May 26. The family-friendly game against the Miami Marlins resulted in a win for the White Sox.

Ultra Foods and CAB hit a home run of a different kind during the opening throwback tailgating event.

A long line quickly formed at the retailer's booth when the smell of savory CAB New



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

National Press Club

It's not every day an Angus family sits down to a CAB beef-and-wine dinner with National Press Club members. Randy Stabler and his daughter, Shelby, of Pleasant Valley Farm, travelled from central Maryland to downtown Washington, D.C., to do just that. They told their rancher story and shared an exquisite meal with more than 70 attending National Press Club members on May 21.

Executive Chef Susan Delbert of the club's Fourth Estate Restaurant dished up a seven-course meal, five of which featured various CAB cuts paired with Rodney Strong wines. Chef Delbert visited Stabler's farm in the fall of 2012 to learn about beef production. She was excited to return the favor as host at the National Press Club.

She wished her favorite Stabler show heifer could have made an appearance that evening, as well, she joked. "If only she could fit in the elevator."

Fourth Estate is a CAB-licensed partner of more than three years and is located inside the National Press Club building, the home of the professional journalists' organization.

With each course, guests learned about the respective beef cuts and wine pairings they enjoyed. They heard about the intricacies of beef and wine production, and about CAB. Stabler spoke to the full room about his passion for the beef industry, his family's dedication to raising safe, wholesome and top-quality beef for consumers, and about the care farmers and ranchers across the nation take for their cattle.



► Randy Stabler and his daughter, Shelby, of Pleasant Valley Farm, travelled from central Maryland to downtown Washington, D.C., to tell their rancher story. They told their rancher story and shared an exquisite meal prepared by Executive Chef Susan Delbert with more than 70 attending National Press Club members on May 21.

Mark McCully, CAB vice president of production, and Amanda Wydner, CAB executive account manager, discussed high-quality beef with guests. Chef Susan added to the conversation with her insights behind the menu's flavorful pairings.

Three food writers for local publications — *Washington, The Georgetown* and *Foodservice Monthly* — joined the ticketed event.

York strip steak sandwiches filled the arena entrance. Around 1,200 samples were served to hungry tailgaters.

Numerous mentions of the CAB sampling aired on the local country radio station, and the owner of Ultra Foods brought his children to the booth for a taste, too.

This marked the second year the

companies teamed up at the ball game with beefy treats.

"The tailgating event presents a great opportunity for consumers to see, taste and experience CAB, and learn where they can find the brand at the Ultra Foods store nearest them," says Mark Sykes, CAB executive account manager. "It's a fun and

engaging way for us to support our area retail partner, and we look forward to collaborating with similar events in the near future."

A day in the life of ...

It takes a heap of work, coordination and planning to get a tasty steak from pasture

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to plate. In honor of National Beef Month in May, CAB decided to check in with the people who devote their life's work to providing, cooking and delivering CAB to tables around the world.

CAB staff shadowed professionals in various segments of the beef industry, walking in their shoes for a day. They shared their experiences with readers throughout the month on www.gorare.com and www.blackinkwithcab.com, CAB's foodie consumer blog and beef production blog, respectively.



► Pat DiBiasio is a retail meat cutter featured in "A day in the life of ...," a CAB blog that connects the dots from farm to fork.

With so many segments in the industry, this blog series helped connect the dots from farm to fork. Starting the series was Debbie Lyons-Blythe's story from her ranch in eastern Kansas. From there, four foodservice professionals opened their business doors to give readers an inside view of their careers.

To read more, visit "A Day in the Life of" blog series at www.gorare.com and www.blackinkwithcab.com.

Kentucky quality

Charlie Hunt got his start in the Angus

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in May 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	S	41 ^b	56.10	0.00	14.6	No
Guggenmos River Ranch LTD	H	43 ^b	55.81	0.00	55.8	No
Chappell Feedlot	S	38 ^b	55.26	0.00	52.6	No
McPherson County Feeders Inc.	M	15 ^b	53.33	0.00	46.7	Yes
Chappell Feedlot	S	46 ^b	52.17	6.52	13.0	No
Chappell Feedlot	M	18 ^b	38.89	0.00	27.8	No
Pratt Feeders LLC	M	69	36.92	0.00	60.9	No
Pratt Feeders LLC	S	33 ^b	30.30	3.03	63.6	No

Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	AngusSource
McPherson County Feeders Inc.	S	38 ^b	73.68	0.00	18.4	No
Performance Blenders	M	38	67.65	15.79	26.3	No
McPherson County Feeders Inc.	M	39 ^b	66.67	10.26	56.4	No
Guggenmos River Ranch Ltd.	S	129 ^b	65.12	6.98	19.4	No
Pratt Feeders LLC	M	151	57.97	2.65	55.0	No
McPherson County Feeders Inc.	M	39 ^b	53.85	23.08	33.3	No
Pratt Feeders LLC	S	95 ^b	53.68	2.11	57.9	No
Pratt Feeders LLC	S	32 ^b	50.00	0.00	43.8	No
Chappell Feedlot	H	34 ^b	47.06	17.65	26.5	No
Darnall Feedlot	M	67	46.15	10.45	26.9	No
Darnall Feedlot	H	132	45.04	16.67	20.5	No
Pratt Feeders LLC	S	69 ^b	44.93	1.45	63.8	No
Pratt Feeders LLC	S	88	41.46	1.14	47.7	No
Pratt Feeders LLC	S	82 ^b	41.46	2.44	54.9	No
Chappell Feedlot	S	17 ^b	35.29	0.00	5.9	Yes
Beller Feedlot	H	90	34.15	5.56	42.2	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.

business back in 1950 the way many young producers do — by showing his first Angus heifer. That doesn't mean his herd goals are based on looks alone. The manager of Par-a-dox Farms, near Ewing, Ky., says he has focused on what is under the hide for many years.

"I have been trying as long as possible to get all the premiums I can get," Hunt says.

"With the carcass data, that's something we have been working toward."

Hunt has made progress in uniformity and grade by tightening up his breeding season to 45 days and concentrating on genetics.

This month's CAB 30.06 listing (see chart) provides proof that drive is paying off. The program recognizes pens of cattle finished at CAB-licensed feedyards that reach at least 30% CAB with fewer than 6% outliers. A 15-head sort of Hunt's steers and heifers, fed at McPherson County Feeders near Marquette, Kan., reached 53.33% CAB-brand acceptance when harvested in May.

This is the fourth group Hunt sent west to McPherson, a decision that's partially made by the fact he can get carcass data returned to him.

"I send my cattle there because of their service, and Allan (Sents) does a good job with the cattle," he says.



Pin it to win it

There's no better way to celebrate Father's Day than with steak, so CAB reached out to its fans on Pinterest with a contest that highlighted numerous steak recipes for Dad.

Pinterest is a virtual pinboard of sorts — a place where users can save and organize some of their favorite things and share them with their friends and the rest of the world.

The contest's grand prize was a premium steak package, along with a grill pan from brand partner Le Creuset. For future contests and prizes, follow the CAB brand on Pinterest.

