



# Brand News

► News and highlights from Certified Angus Beef LLC,\* compiled by Malorie Bankhead, Certified Angus Beef LLC

## CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588;  
phone: 330-345-2333; fax: 330-345-0808  
[www.cabpartners.com](http://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  
**Emily Krueger**, marketing specialist  
**Kara Wilson**, supply programs manager

### INDUSTRY INFORMATION DIVISION

16360 Victory Rd., Onaga, KS 66521  
phone: 785-889-4162

**Steve Suther**, director

### Blogs:

Consumer-oriented: [www.GoRare.com](http://www.GoRare.com)  
Supply Development:  
<http://blackinkwithCAB.com>

### Twitter:

@BlackInkBasics  
@CertAngusBeef



### Find us on Facebook:

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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](http://www.certifiedangusbeef.com).



► Johnson & Wales University meat science professors pause to take a group photo during their tour of DeBragga's state-of-the-art dry-aging facility.

## Certified opportunities

What do you get when you cross one of the world's best hospitality universities with the leading beef brand? Big opportunities.

Johnson & Wales University, with four campuses across the country, and the *Certified Angus Beef*® (CAB®) brand have teamed up to help educate chefs-in-training about quality beef by introducing them to the ranching families behind it.

After touring cattle country last year, six meat science professors from Johnson & Wales recently joined CAB staff for a visit to longtime licensee DeBragga. From its base on the New Jersey side of the Hudson River, New York's Butcher® operates a state-of-the-art dry-aging facility.

Pleased that the famous chef university is making use of CAB as a resource, Mary McMillen, director of marketing for Certified Angus Beef LLC (CAB), says, "In the entire gate-to-plate process, we have sought to educate — not advocate — through our story of integrity. Our producers will benefit knowing that future chefs are receiving the real facts that need to be known about our quality production standards."

Next up: a visit to the brand's Education & Culinary Center in Wooster, Ohio, later this summer for a meat fabrication class. Johnson & Wales plans to include CAB in its 2013 curriculum.

## Bon appétit — island style

Eleven teams of chefs from island resorts gathered in Miami, Fla., in June to celebrate their native cuisine during the annual "Taste of the Caribbean" event. Teams participated in culinary challenges, listened to guest speakers, and attended seminars and a trade show — all featuring CAB.

Brand staff shared beef samples and talked about CAB quality during the trade show, while Corporate Chef Scott Popovic showcased his interpretation of island taste.

"Attending these foodie events provides wonderful opportunities to influence the menu decisions of top-notch chefs with the highest-quality Angus beef," says Heather Hays, CAB marketing manager. While some chefs at the event (which CAB has sponsored for 10 years) are already loyal supporters, it's a great venue to educate others about CAB



► A culinary team enjoys a meal in the CAB® brand-sponsored hospitality suite.

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

quality and grassroots connections to Angus ranchers.

The brand sponsored two divisions of cooking competitions, and Puerto Rican Joel Rodriguez won the “best use of *Certified Angus Beef*” division, along with a trip to the next beef industry CAB chef’s tour.

### Quality at partner feedlots

The CAB monthly Thirty-Aught-Six (30.06) report now indicates whether calves were enrolled in AngusSource®. Note that the three harvest groups of steers represented from Beller Feedlot, Lindsay, Neb., and Keeling Cattle Feeders Inc., Hereford, Texas, (see chart) turned in excellent carcass quality ranging from 60% to 73% CAB and Prime.

Top quality groups came from Chappell (Neb.) Feedlot, where 70 heifers made a little better than 77% CAB and Prime; and from Pratt (Kan.) Feeders, where 77 steers made almost 77% CAB and Prime.

### The social bull

What do a registered Angus bull; a Price Chopper grocery store in Hopkinton, Mass.; and social media have in common? They all worked together to spread the CAB message June 23.

Folks who visited the grand opening of the 130th Price Chopper store tried to guess the weight of Charlie the bull to win a grand prize. Nearly 160 people offered guesses on CAB’s Facebook page, and two winners guessed his weight correctly: 2,275 pounds.

Charlie Pride, the bull’s registered name, comes from Trowbridge Farms in Ghent, N.Y., which is owned by American Angus Association Board Member and Angus Productions Inc. Board Chairman Phil Trowbridge. The event was a chance to correct some shoppers’ common misconceptions about beef cattle and educate them about CAB brand quality.

### Clarifying a signal

CAB President John Stika spoke at the 65th Reciprocal Meats Conference (RMC) June 17-20 in Fargo, N.D., on “Relevance of Marbling to the Beef Industry.”

In the fast-paced modern world, the challenge is not simply adjusting to change on the farm or ranch, but how to interpret market signals to be proactive in serving both consumer desires for quality and production needs for efficiency, Stika noted.

“Producers are rewarded for growth rate and feed conversion in advance of carcass merit,” he said. “However, that should not inflate nor diminish the importance of either.”

While cattle industry economics require

**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in June 2012**



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 <sup>a</sup>	Head	%CAB	%Prime	%YG1-2	AngusSource®
Chappell Feedlot	H	70	71.88	5.71	25.71	No
Beller Feedlot	S	44 <sup>b</sup>	68.18	4.55	2.27	Yes
Guggenmos River Ranch Ltd.	M	43 <sup>b</sup>	67.44	4.65	39.53	No
Guggenmos River Ranch Ltd.	S	42 <sup>b</sup>	66.67	2.38	30.95	No
Beller Feedlot	S	42 <sup>b</sup>	64.29	0.00	7.14	Yes
Beller Feedlot	S	79 <sup>b</sup>	63.29	7.59	0.00	No
McPherson County Feeders Inc.	M	48 <sup>b</sup>	52.08	16.67	60.42	No
Guggenmos River Ranch Ltd.	M	84	50.00	8.33	51.19	No
Chappell Feedlot	H	21 <sup>b</sup>	38.10	4.76	23.81	No
Chappell Feedlot	S	79 <sup>b</sup>	35.44	1.27	25.32	No
Ford County Feed Yard Inc.	S	109	33.67	0.00	72.48	No

Honorable Mentions	Sex <sup>a</sup>	Head	%CAB	%Prime	%YG1-2	AngusSource
Pratt Feeders LLC	S	43 <sup>b</sup>	67.44	6.98	30.2	No
Pratt Feeders LLC	S	77 <sup>b</sup>	64.94	11.69	41.6	No
McPherson County Feeders Inc.	S	42	62.50	2.38	23.8	No
Keeling Cattle Feeders Inc.	S	83 <sup>b</sup>	57.83	2.41	44.6	Yes
McPherson County Feeders Inc.	M	41 <sup>b</sup>	48.78	12.20	43.9	No
Ford County Feed Yard Inc.	H	120	47.92	5.83	65.0	No
Pratt Feeders LLC	S	75	46.15	1.33	60.0	No
Pratt Feeders LLC	S	63 <sup>b</sup>	44.44	7.94	38.1	No
Chappell Feedlot	M	62 <sup>b</sup>	43.55	9.68	4.8	No
Darnall Feedlot	H	146	43.55	2.05	61.0	No
Chappell Feedlot	M	42 <sup>b</sup>	42.86	0.00	28.6	No
Darnall Feedlot	H	123	40.00	0.81	58.5	No
Chappell Feedlot	M	28 <sup>b</sup>	39.29	0.00	10.7	No
Pratt Feeders LLC	S	30 <sup>b</sup>	36.67	0.00	53.3	No
Ford County Feed Yard Inc.	H	224	36.57	1.34	67.0	No
Pratt Feeders LLC	M	56 <sup>b</sup>	35.71	1.79	37.5	No
Darnall Feedlot	S	117	31.91	0.00	37.6	No
Darnall Feedlot	S	69 <sup>b</sup>	30.43	0.00	27.5	No
Darnall Feedlot	M	42	30.00	0.00	31.0	No
Pratt Feeders LLC	M	40 <sup>b</sup>	30.00	0.00	40.0	No

<sup>a</sup>H=heifers; M=mixed; S=steers.

<sup>b</sup>Indicates 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](http://www.cabfeedlots.com) for a complete and current list of feedlot licensees.

greater efficiency with costs at historic highs, Stika pointed out that “as beef prices continue to rise, so do consumer expectations.”

Recent research shows the perception of satisfaction improves as beef marbling level increases, and the 2011 National Beef Quality Audit ranked the need for more flavor higher than tenderness for the first time in its 20-year history.

That’s why “efforts must continue to better understand the biology of marbling deposition,” he concluded.

### O beautiful ...

If you ever find yourself in Baker City, Ore., you’ll know you are in a beautiful place. So much so that the city qualified as a finalist in the “Most Beautiful” category of the Travel Channel’s Best Small Towns in America contest.

The picturesque settlement is surrounded by beautiful mountain ranges, bodies of water, and pastures where Angus cattle graze. Some of those are part of the Thomas Angus Ranch. Owners Rob and Lori Thomas were

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approached by the Travel Channel to host lunch for their official tour of Baker City.

They recognized it as a great opening to show people the ranching way of life, and help them experience CAB quality. The Thomases made sure the star of the show and center of each plate was a CAB strip steak — which made a big enough impression to net a mention on the Travel Channel blog and a promotional video of the Baker City tour.

The final decision aired on the Travel Channel July 25, but regardless of that vote, the Thomas family already knew their town as the most beautiful one in America.

### One vs. another

The action in the ring continues as foodservice distributors vie to earn the grand prize and bragging rights over their competitors in the CAB 2012 Middle Meat Smackdown. Right until the close in late July, the contest was neck-and-neck and still anyone's game — or match, rather.

In its third year, the Smackdown has evolved to increase sales of valuable middle meats among national foodservice distributors, and to continue to build the CAB competitive advantage overall.



► Angus cattle graze in a pasture at Thomas Angus Ranch, Baker City, Ore., as the Travel Channel crew captures the moment.

Over the course of five months of competition, companies sell as much CAB brand product as they can, trying to pin comparable businesses to the mat. The top distributor wins two tuition scholarships to the Master of Brand Advantages class, with the runner-up earning one.

### A plate of gold

While it may not have King Midas' ability to turn everything to gold at a touch, CAB lives up to its golden standards. There was some big excitement this summer in the

meatcase at participating retailers, including some Meijer superstores in Indiana, Ohio and Michigan, as they were the first to carry several new products.

Golden West Food Group launched a new line of marinated products, offering CAB cuts that can be paired with a selection of chef-created flavor profiles to form their own signature steak line. Retailers choose from a selection including such lesser-known cuts as flat-iron steaks, skirt steaks, tri-tip and ball tips, as well as the traditional top sirloin London broil, ranch roasts and sirloin flap meat.



► Here's a preview of the Golden West CAB brand tri-tip now found in Meijer stores in the Midwest.

The cuts can then be paired with an array of flavor profiles, including Classic Steakhouse, Carne Asada, Barbacoa, Four Chili, Porcini Rosemary with Port Wine Sauce, Honey Bourbon, Jalapeño Lime and Beer, Chimichurri, Kansas City BBQ and many more.

Golden West has also introduced a variety of CAB fully cooked entrées. Brett Erickson, director of value-added products for CAB, says the company's overall quality and flavor profiles make "an ideal way for time-pressed consumers to enjoy a top-quality *Certified Angus Beef* meal."



**Editor's Note:** Malorie Bankhead is marketing intern for Certified Angus Beef LLC.