



Brand News

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

Wine and dine

It doesn't happen often, but every once in a while, we all deserve to be wine and dined. Four thousand people had their chance June 14-16 in Aspen, Colo.

The 31st annual Food & Wine Classic set the stage for chefs, restaurateurs and lucky guests to experience cuisine like the *Certified Angus Beef*® (CAB®) brand in a relaxing atmosphere, under the breathtaking Colorado sky amidst culinary stars.

Scott Popovic and Tara Adams, Certified Angus Beef LLC (CAB) corporate chef and director of account marketing, respectively, supported the brand's partnership with The Ritz-Carlton Grand Cayman and promoted January's annual Cayman Cookout.

Popovic, along with Frederic Morineau, executive chef of The Ritz-Carlton, prepared braised short ribs, boniato mash (a fancy term for South American sweet potatoes) and Caribbean slaw for guests.

An exciting weekend for all was guaranteed with chefs proclaiming "you need to make the water taste like the ocean" or simply inviting everyone on a cooking journey to "make this (dish) awesome."

"It was a natural fit," says Popovic. "There was a cool, laid-back vibe," including personal interaction and casual conversations with celebrity chefs.

Booths featured wine, food and restaurant sponsorships, while chefs demonstrated techniques and panelists explored such topics as wine pairings and Texas barbecue.

"It was a great way to showcase the hard work of the American rancher and the quality of our brand," Popovic says. "I am already looking forward to next year."



► Scott Popovic, Certified Angus Beef LLC (CAB) corporate chef, and Frederic Morineau, executive chef of the Ritz-Carlton, prepared gourmet dishes at the 31st Annual Food & Wine Classic June 14-16 in Aspen, Colo.



Editor's Pick premium beef

Golden West Food Group, Vernon, Calif., was recently honored by *Progressive Grocer* through its 2013 Editor's Pick award.

The value-added processor focuses on CAB marinated meats and fully cooked entrées.

The magazine targets all players in the foodservice industry, and specifically recognized the CAB partner's Kansas City BBQ Seasoned Pepper Crusted Beef Tri-Tip as "original, engaging and downright fun."

Products were awarded based on innovation, taste/functionality and value, all noted as the "lifeflood of consumer packaged goods companies."

Food editors meet CAB in Iowa

CAB staff traveled to Des Moines, Iowa, in late June to visit Meredith Corp. The media giant produces such periodicals as *Better Homes and Gardens*, *Fitness* and *Country Living*.

The goal was to build rapport with food editors and test-kitchen staff, while establishing CAB as an industry leader and primary resource.

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

Top sirloin as rock star

The lazy days of summer may be coming to an end, but there's no reason not to bask in their glory. While musical artists set out on the road to showcase new tunes, CAB summer interns took part in a whirlwind tour of their own.

Born in the early summer heat, the CAB Summer Grilling Tour began in late June, connecting with 30 Meijer retail store locations in Columbus and Cincinnati, Ohio, and then Louisville and Lexington, Ky., all in just 35 days leading to a final performance Aug. 10.

The unique partnership's featured acts included top sirloin and BKW® Seasonings Steak Rub, with consumer-fans interacting and sampling juicy steak, hot off the grill.

While most dates consisted of steak samples, BKW seasoning packets, coupons and music from the trailer, others pulled out all the stops.

Michael Ollier, CAB corporate chef, and



Matt Beeler, BKW founder, spent some time on locations engaging with Meijer shoppers and answering questions about the brand and partnership. These "Grilling Parties" served as radio remotes for local media outlets.

In a "Queen of the Grill" contest, the grill-off winner earned a year's supply of CAB at Meijer stores.

Christy Johnson, CAB assistant director of marketing, organized the logistics and



made it happen to "evaluate a marketing strategy long discussed by the brand."

► The CAB Grilling Tour partnered with BKW Seasonings for a multi-state tour of samplings, grilling parties and a "Queen of the Grill" contest.



► Phil Bass, meat scientist for the brand, covered beef cuts and carcass characteristics at the Des Moines, Iowa, meeting with food editors and test-kitchen staff.

Phil Bass, meat scientist for the brand, covered beef cuts and carcass characteristics and found the audience "extremely receptive and engaged in discussing many of the intricacies of the beef production industry, as well as the CAB brand and what makes for a great beef-eating experience."

He appreciated the "exceptional opportunity to help educate folks who have a deep interest in food animal agriculture."

Besides the informational exchange, the 22 attendees were treated to delicious split strip and petite tenders from the grill for lunch. Chef Michael Ollier was on hand to

talk about the science of cooking, emerging trends and lesser-known cuts, helping to make CAB a go-to resource.

"Our investment was minimal for the potential return," Ollier said. "We hope the dialogue will continue and we will build on the new relationships at Meredith."

EAT! Grilling grub

Summer meant joining with Canadian partners for the 11th Annual EAT! Vancouver Food + Cooking Festival. The three-day food extravaganza served as the backdrop for the collaboration of Clancy's Meat Co., a

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► Canadian Chef Naz Cavallaro prepared many cuts during cooking demonstrations at the 11th annual EAT! Vancouver Food & Cooking Festival in Vancouver. Clancy's Meat Co., Weber and CAB showcased each of their products in the collaboration.



retail meat company with stores throughout Canada; Weber®; and the CAB brand. Attendees took in behind-the-scenes culinary tips and cooking demonstrations from a myriad of celebrity chefs.

The brand worked closely with Weber's resident Canadian Chef Naz Cavallaro as he prepared CAB New York strips, top sirloin, porterhouse, prime rib and other delicious cuts during cooking demonstrations. Celebrity Chef Chuck Hughes, of *Food Network* Canada's "Chuck's Day Off," joined him on stage for a crowd-pleaser.

"Vancouver is a great opportunity to showcase our products and build brand awareness in a market that grills year-round due to its agreeable climate," says Theresa Stahl, public relations director of Weber in Canada.

Brand goals were to entice consumers into visiting Clancy's to purchase CAB product and use Weber as a personal grilling consultant.

DNA testing opens new doors

Finding calves with the most potential to pass along marbling and gain has become easier for many Angus producers thanks to the GeneMax™ (GMX) genomic test from CAB.

Jim Collins, who operates Collins Farms near Cusseta, Ala., with his father Jimmy, has been developing and selling bred heifers, steers and bulls for 20 years. He says DNA tools can change the business for everyone's benefit.

"I am initially intrigued with what the data can do for me," he says. "We have gotten individual carcass data off and on, going all the way back to 1991-1992," but GMX offers new opportunities.

The GMX scores from 50 heifers last spring represent a benchmark for the herd and helped identify outliers. There weren't many on the low side, as the top 75% of heifers scored 74 or better, compared to the national average of 50. The scores say something about steers, too, where gain and grade are of direct importance.

DNA testing also lets the Alabama producers see the genetic results of bulls they've selected over generations as represented in those heifers. Collins uses the Zoetis HD50K test on young bulls, and that information lets GMX match sires to progeny.

"We have several herds where we may use three or four bulls together," he says. "So now we take some of the guesswork out, and get it to where we use the young bulls that are consistent to keep the calves as uniform as we can."

That uniformity includes an abiding focus on balance. "We have tried to be more aggressive and balance growth characteristics over time with maternal traits," Collins says. "We are excited for the

potential using this DNA from a commercial standpoint."



Editor's Note: Laura Conaway is a marketing intern for CAB.

Aruba retail

Humming along with a famous Beach Boys tune, consumers may want to go to Aruba now more than ever, because they can buy savory CAB cuts at Super Foods Aruba. The food retailer opened its doors in November 2012 and began carrying the CAB brand in meatcases this June.



During the grand launch, shoppers could dive into the culinary world through a Weber grill giveaway and cooking demonstrations by accomplished chefs. Short ribs, flanks and umami sliders are just words that hint at what shoppers experienced firsthand.

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in June 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
Pratt Feeders LLC	S	11 ^b	54.55%	0.00%	63.64%	No
Chappell Feedlot	H	51	53.06%	7.84%	15.69%	No
Chappell Feedlot	M	20 ^b	45.00%	10.00%	15.00%	No
Pratt Feeders LLC	H	64	41.18%	0.00%	75.00%	No
Pratt Feeders LLC	S	47 ^b	36.17%	0.00%	53.19%	No
Pratt Feeders LLC	S	128	33.04%	0.00%	67.19%	No

Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	AngusSource
Guggenmos River Ranch Ltd.	S	40 ^b	65.00%	7.50%	7.50%	No
Darnall Feedlot	H	105	60.58%	8.57%	25.71%	No
Beller Feedlot	S	96 ^b	59.38%	18.75%	10.42%	No
Beller Feedlot	S	28 ^b	57.14%	10.71%	17.86%	No
Beller Feedlot	M	85 ^b	48.24%	8.24%	29.41%	No
Darnall Feedlot	M	130	45.45%	3.85%	47.69%	No
Darnall Feedlot	S	89	42.05%	4.49%	7.87%	No
Ford County Feed Yard Inc.	S	72 ^b	36.11%	0.00%	44.44%	No
Ford County Feed Yard Inc.	H	160 ^b	34.38%	0.63%	56.25%	No
Chappell Feedlot	S	43	33.33%	4.65%	16.28%	No
Ford County Feed Yard Inc.	H	80	32.47%	1.25%	35.00%	No
Ford County Feed Yard Inc.	S	97 ^b	30.93%	0.00%	19.59%	No
Chappell Feedlot	S	71	30.00%	0.00%	19.72%	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.