



Brand News

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

New marketing box

Radio ads featuring Foodland and the Certified Angus Beef® (CAB®) brand will be heard on the website Pandora (www.pandora.com) this fall. Each 10- to 15-second spot on the free, online music



station will connect to 3 million Foodland customers' computers, cell phones and e-readers.

Sarah Morehouse, assistant director of marketing for the brand, says it's a

fresh and unique means of reaching Hawaiian consumers.

"This is a great way to partner with Foodland, and specifically target their island

consumers," Morehouse says. "With Pandora, our target market is listening to a radio advertisement, and we can also drive them to the Foodland website."

Foodland, voted best grocery store in Hawaii, is also the brand's only retailer there and a past CAB People's Choice and Rising Star award winner.

Denver sales not 'Rocky'

On its one-year anniversary as a licensed distributor, U.S. Foodservice® (USFS) Denver has set a record in first-year sales volume.

The company's success stems from a strong commitment to the brand and creative sales initiatives. USFS Denver sells the CAB brand to more than 80% of its customer base. Located in the heart of cattle country, it plans to continue to diversify and move forward with that kind of support.

Perspectives meet in Montana

More than 600 cattlemen and women gathered at the Vermilion Ranch near Billings, Mont., this summer in conjunction with the Billings Livestock Commission "Summertime Classic" sale.

CAB-licensed distributor Sysco Montana was honored for its merchandising efforts by a plaque presentation to its president, Mark Lanctot, and protein specialist, Kim Warburton.

"As a well-known Angus-producing region, cattlemen here appreciate that kind of hard work," says Paul Dykstra, beef cattle specialist with CAB. "It helps to elevate their market for calves and yearling cattle to a level above almost all others in the U.S."

Ranchers in attendance could gain perspective on the significant role their cattle play in end-product sales and the brand, too.

"At the daily ranch level, folks may not be



Burgers more than OK

Reasor's "Build a Better Gourmet Burger" contest elicited more than 100 recipe submissions featuring CAB grinds through the grocer's website. The Oklahoma-based company chose five finalists to compete. Marty Seat, Claremore, Okla., won the contest with his "Double Okie Angus Burger." He earned \$500 in CAB brand product and a Hasty-Bake grill.



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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.

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thinking about all that goes on through packaging and merchandising *Certified Angus Beef*® (CAB®) brand products, but hopefully the ranchers in attendance took a few moments on this occasion to be proud of the quality product they are producing and the part they play in this success,” Dykstra says.

28th Cook-Off unites brand and Angus youth

The 2011 Auxiliary-sponsored All-American *Certified Angus Beef* Cook-Off this summer was, as usual, in conjunction with the National Junior Angus Show (NJAS) in Harrisburg, Pa.

The event, organized by the American Angus Auxiliary, started as a fun, educational project for Angus youth participants. Junior contestants gave skits on beef education as well as a submitted recipe and meal.

The Chef’s Challenge returned for a second year, this time featuring the skirt steak as the “mystery” beef cut. Contestants in junior and adult divisions were given the skirt steak and two other mystery ingredients at the event and asked to create a dish for judges in an hour’s time.



► This is one of the beautiful dishes created for the Chef’s Challenge featuring CAB® skirt steak.

Certified Angus Beef LLC (CAB) Chef Michael Ollier served as a contest judge and keynote speaker at the event, sharing his cooking philosophies and perspective.

“We like to give the beef cooking techniques as much respect as the producers give to raising the cattle,” he says. “The young adults who competed were driven and had a strong work ethic, which is important in professional kitchens, but more important in life.”

The Chef’s Challenge brings together the production and culinary side of the cattle industry. Ollier says it allows the young Angus producers to “tell the wonderful story of raising quality beef. When they cook with it, they are making the connection from gate to plate.”

Kansan interns from OSU

Jenny Gillespie, a master’s candidate at Oklahoma State University (OSU), has joined the team working for the CAB brand as the fall 2011 industry information intern.

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in July 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&YG2
Beller Feedlot	S	10 ^b	90.00	0.00	60.00
White Land & Cattle Co.	S	12 ^b	58.33	0.00	50.00
Irsik & Doll Feed Yard	M	46 ^b	56.52	6.52	67.39
Pratt Feeders LLC	S	24 ^b	41.67	0.00	45.83
Pratt Feeders LLC	M	55 ^b	36.36	0.00	38.18
Pratt Feeders LLC	S	94	34.57	0.00	47.87
Chappell Feedlot	H	19 ^b	31.58	0.00	26.32

Honorable mentions	Sex ^a	Head	%CAB	%Prime	%YG1&YG2
Pratt Feeders LLC	S	131 ^b	67.18	14.50	22.14
Beller Feedlot	M	118 ^b	62.71	19.49	28.81
Beller Feedlot	S	39 ^b	51.28	20.51	46.15
Chappell Feedlot	M	29 ^b	48.28	10.34	10.34

^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.

The Copeland, Kan., native earned a bachelor’s degree in international agribusiness from Kansas State University (K-State) in December 2009. A couple of years earlier, a trip to the Philippines had sparked her interest in those areas and led to studies in agricultural economics, international trade, and Spanish. She enjoyed a three-week ag study tour across Central America, too.

Gillespie worked as an intern for the U.S. Department of Agriculture (USDA) in



Jenny Gillespie

Washington, D.C., for six months before starting her master’s degree in agricultural communications at OSU. Gathering even more experience, she has been serving as a graduate teaching assistant, student editor

for the *Journal of Applied Communications* and an intern with the university’s SUNUP television program. Interested in agricultural advocacy and communication technologies, Gillespie spent the past summer working on her master’s research into how much credence ranchers give to social media.

“Our team is fortunate to have Jenny’s experience and dedication as a resource this fall,” said Steve Suther, CAB divisional

director. “Her research broke new ground in an emerging area of journalism, and we’ll make use of those findings, as will the broader industry.”

Gillespie is working with the CAB team from her Stillwater, Okla., base to produce feature stories, news releases, video scripts and Web content that will help cattlemen profitably hit the CAB brand target.

Hitting the target

Any harvest group of cattle that shows up in the Thirty-Aught Six (30.06) monthly honor roll comes from a combination of on-target feeding, management and genetics. Those noted at the top (see Table 1) excel at hitting the CAB target without incurring more than 6% discounts from any outliers such as too heavy, too light, dark cutter or Yield Grade (YG) 4 and higher.

Sorting is encouraged, so when the folks at Beller Feedlot or White Land & Cattle Co. see 10 or 12 head from one pen that are ready to go on a load, that’s where they go. The result can be nine out of 10 going CAB with no discounts.

On the other hand, it is certainly remarkable when the crew at Beller or Pratt Feeders sees a huge group of cattle that seem uniformly ready for market, and end up exceeding 80% CAB and Prime on more than 100 head of straight Angus, even if they have

CONTINUED ON PAGE 82

some outliers that don't significantly impact profitability.

Saudi Arabia retailer

Continuing a 15% international division growth from 2009, the brand recently licensed its first retailer, LuLu's, in the Kingdom of Saudi Arabia.

The new market for CAB is steadily moving up in the top 10 destinations for its product. International division director Geof Bednar says Saudi Arabia is ranked eighth

internationally. "With more than \$1 million in purchases, our brand business there has grown by 163% in 2011," he says.

With foodservice company Gulf West Co. Ltd. licensed in 2010, more expansion is expected.

"This is a high-end market for the brand with more than half of purchases being steaks. In fact, more than 40% of the brand products sold by Gulf West are high-value tenderloins," Bednar says.



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What's Cooking at CAB

With Chef Michael Ollier

They say everyone's got to get away sometime

I think cattlemen and women know better than anyone that "getting away" isn't always an option. Chefs often find themselves in the same vacation drought — just like cattle, restaurant customers want to be fed every day. That includes weekends and holidays, too.

In the off hours, when seats aren't filled and the kitchen isn't running 100 miles an hour, they're working with distributors to order ingredients, strategizing marketing plans, running menu price breakevens, dealing with employees and more.

Chefs don't like to leave their kitchens any more than you like to leave your cattle. And we all know the kitchen and the ranch would fall apart without the head honcho around anyway, right?

Regardless of the lack of planned vacations you squeeze in, I'm betting you have your own secret getaway where you can go to unwind and refresh. It might be a certain pasture ridge, your tool shop, in the combine during corn harvest or down by your old pond. Maybe your annual vacation is to the state fair or a cattle show with your kids, and getting together with old friends means taking a trip to a cattle industry convention.

It's not that uncommon for the same to be true for chefs. Culinary conventions or furthering education is sometimes the only good reason they can find to get away from the restaurant. It's a 24/7/365 business, just like yours.

But just like you, chefs find value in getting away for a little R&R, even if it is just a short, business-related trip. Without it, menus get stale and ideas in the kitchen run dry. I can't wait for that chef getaway to be our own Certified Angus Beef Education and Culinary Center right here in Wooster, Ohio.

I wouldn't exactly call it a fantasy vacation, but it will be a great place for chefs to join Chef Scott and me in the kitchen on our home turf. Certified Angus Beef LLC (CAB) recently purchased the new facility next to our headquarters office that we'll be able to use for customer seminars, education and demonstrations.

We're planning to have two kitchens in the new facility, complete with a mini-meat lab for cutting demonstrations, a "show" kitchen to film cooking segments and photograph new recipes, room for entertaining business guests and plenty of space for growth and innovation.

Getting the culinary and education center prepared for its grand opening is certainly a dream come true for us. Right now, we're working on picking out all the kitchen appliances and amenities for the facility. These are the tools chefs need to succeed, and we're basically starting from scratch with our own imaginations. Talk about a couple of kids in a candy store!

This is a resource for us to grow and learn, too. Now we have the opportunity to bring the culinary world's experts to us and make Wooster, Ohio, the epicenter of

all things beef. We'll be able to host chefs, distributors, retailers and ranchers from across the country right here, giving you all a taste of what the people who work in our Wooster office do to support the brand and your business.

We can't wait to be able to showcase our kitchen as the state-of-the-art industry standard for beef experts and showcase your product as the best the beef industry has to offer. That's what continues to make our brand and your breed the best in the business.

And just in case your next "vacation" is a long way down the road, I'll leave you with a recipe that will create a mini tropical getaway right in your kitchen. That's what's cookin' at CAB. Enjoy!

Until next time,
— Chef Michael

AT

Sun-Kissed Hawaiian Marinade

Ingredients

¼ cup light molasses or honey
¼ cup soy sauce
¾ cup frozen orange juice concentrate, thawed
1 tsp. ground ginger

Instructions

Combine all ingredients and place in zipper-locking plastic bag with selected *Certified Angus Beef*® brand cut. Close bag, removing air. Refrigerate 15 minutes to 2 hours for flavor or 6 to 8 hours to tenderize. Grill or broil selected cut to desired doneness.

Yield:

1¼ cup, ideal for 2-2½ lb. of CAB brand product.

