



Brand News

► News and highlights from Certified Angus Beef LLC*

Emphasis on marbling

Larry Corah, Certified Angus Beef LLC (CAB) vice president, shared research on the value of marbling at the American Society of Animal Science (ASAS) annual meeting in July.

“Nearly all beef scientists and connoisseurs indicate three key attributes to beef palatability: tenderness, juiciness and flavor,” he said. Tenderness is the most important.

“The good news is that most researchers agree the beef industry has made great progress in both understanding and improving tenderness issues,” he said.

Studies show marbling accounts for 8% to 18% of the variation in tenderness, but it's more significantly tied to juiciness and flavor. When tenderness was held constant, consumers buy meat based on flavor.

“Data out of Texas Tech University tells us that flavor is 2.5 times as important as tenderness when it comes to consumer acceptability,” Corah said. “The taste they look for is a direct result of at least 80 to 90 days on a high-concentrate diet.”

Marbling is complicated, he said, noting factors like genetics, nutrition, breed and environment.

“I would argue that there have been three major technologies in the past 50 years in our business: implants, ionophores and beta-agonists,” Corah said. None have a positive effect on marbling, and a few — aggressive implants and Beta-II agonists — can be detrimental.

“We really need more research to understand the mechanism in which these management practices affect marbling,” he

suggested. “The National Beef Quality Audit (NBQA) says we're leaving \$26.81 per head on the table in lost quality. That's a lot.”

Corah also presented information on development of a corn-based beef industry at the meeting.

Practice makes perfect

In celebration of the *Certified Angus Beef*® (CAB®) brand's 30th anniversary in October, Scott Popovic, corporate chef, will host a dinner for media and invited guests at New York City's prestigious James Beard House.

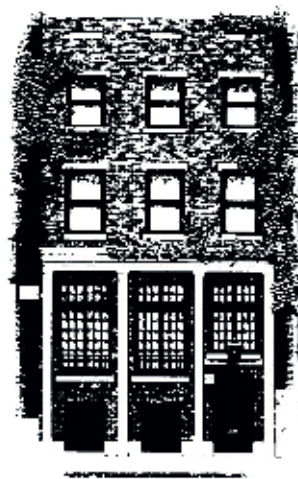
The invitation-only dinner will showcase CAB product as well as the talents of some of the brand's most prestigious partner chefs. In preparation, Popovic participated in a series of benefit dinners throughout September. The first, at Zoë's restaurant in Virginia Beach, Va., was a cocktail-style event hosted by Chef Jerry Weihbrecht. It benefited a local girl suffering from osteosarcoma (a common bone cancer of children).

Chef Dino Jagtiani hosted a dinner and cocktail hour at his Saint Maarten restaurant, Temptation. He and Popovic prepared appetizers slated for the James Beard dinner,

in addition to a full-course meal and wine pairing. The evening was a practice dinner for the chefs, but featured CAB product and raised funds for the bachelor's of hospitality program at the University of Saint Maarten. Jag's Steak & Seafood in West Chester, Ohio, near Cincinnati hosted the final practice.

Chef Michelle Brown and Popovic planned a big band, big city-type event showcasing the 1940s. The charity dinner benefited Cincinnati's foster parenting program.

Founded in 1986, the James Beard Foundation is dedicated to celebrating, preserving and nurturing America's culinary heritage and diversity in order to elevate the appreciation of culinary excellence. A cookbook author and teacher with an encyclopedic knowledge about food, James Beard, who died in 1985, was a champion of American cuisine. He helped educate and mentor generations of professional chefs and food enthusiasts. The historic James Beard House in New York City's



THE JAMES BEARD FOUNDATION

Greenwich Village is a “performance space” for visiting chefs.

Endorsement from a pro

Hadley Barrett has been an icon in the rodeo industry for more than 40 years and is known as “The Voice of Rodeo.” Barrett spoke to CAB partners at the brand's

CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588; phone: 330-345-2333; fax: 330-345-0808 • 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
Miranda Reiman, industry information specialist

Nebraska staff:

Paul Dykstra, beef cattle specialist
782 5th St., PO Box 856
Chappell, NE 69129
308-874-2203

Ohio staff:

Mark McCully, supply development director
Christy Johnson, supply development marketing director

Lance Zimmerman, supply development marketing manager

Marilyn Conley, administrative assistant

INDUSTRY INFORMATION DIVISION

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

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.

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

Specialist Seminar in San Antonio, Texas. As thanks for his time, CAB staff arranged for him to receive CAB product from Lombardi Bros. Meats. Here's what Barrett had to say about it:

"I have had lifetime experience with the beef industry and have eaten in many of the best restaurants in the nation," Barrett said. "But the *Certified Angus Beef* product I received and prepared at home is the finest beef I have eaten in my entire life. Please don't change anything!"

Cooking lessons at home

Consumers who long for professional instruction in the kitchen can now enjoy cooking classes in the comfort of home, thanks to online videos at www.certifiedangusbeef.com.

Scott Popovic, CAB corporate chef, shares his secrets to success in several online

demonstrations detailing everything from braising to sautéing to grilling to carving a bone-in ribeye. The company's home economist, Sarah Donohoe, is also featured in several segments.



Chef Scott Popovic

"Consumers are making an investment every time they head to the grocery store," Popovic said. "Shoppers have confidence in the superior quality of the *Certified Angus Beef* brand. We also want them to be confident in their skills in the kitchen."

Consumers can view these short, helpful lessons from the chef on the brand's web site. Hundreds of recipes, beef selection tips and where-to-buy locations are also available.

Fall promotion

The brand partnered with E.J. Gallo Wines this fall for a beef and wine promotion. Customers who pick up a bottle of Gallo wine will find a brochure with CAB brand recipes, cooking tips and a coupon for product from their retailer's fresh meatcase. To coincide with the promotion, the brand's web site features a wealth of wine pairing information and tasting tips. For information and recipes, visit www.certifiedangusbeef.com/gallo.

"To Make the Best Better"

Morgan County, Colo., 4-Hers take the organization's mantra to heart. The young

CONTINUED ON PAGE 122

Gourmet day for consumers

The CAB marketing team continues to find new ways to promote the brand in addition to press releases, special events and promotions with partners. Special food features offer consumers something useful while promoting Angus cattle and superior-tasting beef.

Recently, the public relations team created "A Gourmet Day" food feature that showcases elegant recipes, photos and cooking information. The ready-made newspaper story has been ordered by a number of newspapers in both large and small markets. To date, circulation exceeds 13 million consumers.

A Gourmet Day

Celebrate summer's end with an outdoor affair to remember

There is a simple selection in outdoor dining. It's a marriage of refined elegance and the wild blue yonder... simple, earthy ingredients served with the perfect wine... mingle and talk heaven blended with the ease of good company.

You can create an entire meal outdoors with only your grill and imagination. Appetizers, main dishes, side dishes and desserts can be prepared over hot flames. While guests are enjoying the view, serve a satisfying appetizer: *Certified Angus Beef* skirtin satay marinated in Lea & Perrins® Worcestershire Sauce is a tantalizing first course. Complement the tangy skewers with a glass of Louis M. Martin® Sonoma Cabernet. It's a perfect pairing your guests will appreciate.

Let the food set the mood.

Fresh, high-quality ingredients provide natural enrichment that sets a mood apart. Choose always beautiful steaks and ribs. *Certified Angus Beef* skirtin for a mouthwatering entrée. Add delicious fresh bread and green goddess



Celebrate summer's end with an outdoor feast: *Certified Angus Beef* skirtin satay with harvest ratatouille and Louis M. Martin® Sonoma Cabernet.

Smoked Brisket with Spicy French Sauce

4 (2 pound) *Certified Angus Beef* brisket
2 medium onions, sliced
2 tablespoons pepper, chopped
2 shallots
2 tablespoons vegetable oil
1/2 cup Lea & Perrins® Worcestershire Sauce
2 medium potatoes, peeled and sliced
1/2 cup green goddess dressing
Salt and pepper to taste

Preheat grill. Cook brisket, onions, and potatoes over medium heat until tender. Remove from grill and slice. Top with green goddess dressing and pepper to taste.

Harvest Ratatouille

1/4 cup olive oil
2 medium onions, sliced
1 red pepper, sliced
2 medium potatoes, sliced
1 zucchini, sliced
1 eggplant, sliced
1/2 cup green goddess dressing
Salt and pepper to taste

Preheat grill. Cook vegetables over medium heat until tender. Remove from grill and slice. Top with green goddess dressing and pepper to taste.



Highlighting fall flavors

Bring the deep, rich flavors of fall alive with this easy-to-prepare stew from Chef Scott Popovic. Traditional autumn vegetables — spaghetti squash, butternut squash, carrots, mushrooms and eggplant — make a perfect combination with *Certified Angus Beef*® (CAB®) flat-iron steak in this one-dish meal.

"I love this recipe because it allows the naturally vibrant flavors of each ingredient to shine through," Popovic said. "The simple sauté promotes the true flavor of each item. The other thing I love about this stew is its use of the flat-iron steak. The flat-iron is the second-most tender cut of beef available, which eliminates the need for slow cooking, like traditional stew meat."

Harvest Beef Stew

Ingredients:

- 1 lb. CAB flat-iron steak
- Salt and pepper to taste
- 1/2 small spaghetti squash, roasted until al dente and scooped
- 1/4 small butternut squash, roasted until al dente and medium diced
- 6 crimini mushrooms, medium diced
- 1 stalk celery, small diced
- 1 carrot, small diced
- 1 scallion, thinly sliced on the bias
- 1/2 eggplant, medium, diced
- 2 cloves garlic, sliced thin
- 2 cups beef stock
- 1 cup red wine

Instructions:

Season flat-iron with salt and pepper. In a large, nonstick skillet over medium-high heat, pan-sear steaks; continue cooking at lower temperature until medium rare, 140° F, or to desired doneness. Remove steaks and let rest; slice on the bias.

In the same pan, cook the vegetables in order of cooking times. Deglaze with wine.

Heat spaghetti squash in beef stock.

Form stew by spooning spaghetti squash in bowl, topping with vegetables and placing beef around. Pour stock over vegetables to finish stew.

Serves 4

Source: Recipe provided by Certified Angus Beef LLC.



cattle showmen must have started with good genetics and then treated them right, because 16 of the 48 entries in their carcass contest qualified for the CAB brand. Those 4-Hers received a CAB hat, apron and “Targeting the Brand” decal for a job well done.

A quality connection

Pushing feed to cattle with the right genetics is a recipe for quality.

At least that’s how it works for Don and Shan Hullman, Pratt, Kan. Seventy-seven of their steers reached nearly 50% CAB and Prime when fed at nearby Pratt Feeders (see Table 1).

“We use good carcass bulls, but I’ve got to give my son the credit. Shan has really developed the genetics,” Don Hullman says.

For the past three decades they’ve been fine-tuning their 400- to 500-head cow herd through artificial insemination (AI) and a careful eye. Feedlot manager Jerry Bohn knows the cattle. That’s why he bought the Hullman yearlings this spring.

The predominantly Angus calves were weaned Nov. 1 and put on a ration of distillers’ grains and alfalfa.

“We pushed them pretty hard, there’s no

doubt about that,” Hullman says, although the cattle were not implanted on the ranch. They arrived at the feedlot weighing 922 pounds (lb.), but still gained nearly 4 lb. per day until their July harvest.

“We have fed there before and Jerry pretty well knows the type of cattle we

have,” Hullman says. “He wanted them back this year. I’m suspecting that’s because of the high price of shelled corn. They want something that’s going to produce.”

And so they did, hitting quality marks while they were at it.



Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in July 2008



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	Head	Sex ^a	%YG 1&2	%CAB	%Prime	Natural
Chappell Feedlot	15	M	46.7	63.64	0	No
Pratt Feeders LLC	77	S	44.2	47.37	2.6	No
Pratt Feeders LLC	54 ^b	S	27.8	40.74	1.9	No
Thomas County Feeders Inc.	21 ^b	M	38.1	33.33	14.3	Yes

Honorable Mentions	Head	Sex ^a	%YG 1&2	%CAB	%Prime	Natural
Thomas County Feeders Inc.	31 ^b	M	29.0	64.52	12.9	Yes
Thomas County Feeders Inc.	22 ^b	M	27.3	63.64	4.5	Yes
Mull Farms & Feeding Inc.	25 ^b	M	56.0	60.00	0	Yes
Thomas County Feeders Inc.	104 ^b	S	22.1	58.65	7.7	Yes
Thomas County Feeders Inc.	110 ^b	S	20.9	57.27	4.5	Yes
Thomas County Feeders Inc.	75 ^b	S	20.0	52.00	5.3	Yes
Thomas County Feeders Inc.	71 ^b	H	19.7	50.70	8.5	Yes
Thomas County Feeders Inc.	66 ^b	S	18.2	50.00	4.5	Yes
Thomas County Feeders Inc.	99 ^b	S	9.1	48.48	4.0	Yes
Thomas County Feeders Inc.	62 ^b	S	9.7	45.16	6.5	Yes
Thomas County Feeders Inc.	60 ^b	H	45.0	41.67	3.3	Yes
David Ranch	20 ^b	H	5.0	40.00	50.0	No
Thomas County Feeders Inc.	41 ^b	M	24.4	39.02	4.9	Yes
Beller Feedlot	126 ^b	S	15.1	38.89	9.5	No
Mull Farms & Feeding Inc.	55 ^b	S	47.3	38.18	1.8	Yes
Thomas County Feeders Inc.	40 ^b	S	42.5	38.00	5.0	Yes
Thomas County Feeders Inc.	65 ^b	S	29.2	37.00	3.1	Yes
Bassett Feeding Inc.	72 ^b	M	29.2	36.11	0	No
Mull Farms & Feeding Inc.	109 ^b	M	25.7	35.78	0	Yes
Thomas County Feeders Inc.	81 ^b	M	51.8	35.00	7.4	Yes
Thomas County Feeders Inc.	33 ^b	M	27.3	33.33	12.1	Yes
Chappell Feedlot	65 ^b	S	23.1	32.31	1.5	No
Carson Feeders Inc.	43	S	18.6	31.25	0	No
Pratt Feeders LLC	63	S	23.8	30.51	0	No
Beller Feedlot	66 ^b	S	22.7	30.30	0	No
Beller Corp.	143	S	40.6	30.00	6.3	No
Beller Feedlot	43 ^b	S	23.3	26.00	14.0	No
Beller Feedlot	106 ^b	H	28.3	22.64	11.3	No
Beller Corp.	86 ^b	S	17.4	19.77	12.8	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.