



Brand News

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

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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.



► The Kunkel family, including (from left) Ashley, Dustin, Traci and Todd, helped serve up meat samples at the grand opening of the Sand Springs, Okla., Reasor's store. The family is pictured with Dana, the store's meat department manager.

Hot grand opening

It was 106° F in Oklahoma, but that didn't stop several hundred hot and hungry Reasor's grocery store customers from enjoying *Certified Angus Beef*® (CAB®) brand strip steak samples and a visit with a local ranching family. The Reasor's store in Sand Springs, Okla., conducted a weekend of grand opening festivities, including appearances from the brand's mascot, Certified Clyde, and a radio remote in front of the store.

Consumers got the chance to taste the difference with CAB, driving sales at the meatcase for this longtime licensed partner's new store.

Those serving up the samples were the Kunkel family from Bluejacket, Okla., one of the ranching families featured in Reasor's advertising campaign known for the high percentage of their cattle that hit the CAB target. Todd, Traci, Dustin and Ashley said they enjoyed the experience and interacting with consumers.

"I think it was a great way to teach our kids about what happens after the cattle leave the ranch," Traci Kunkel said.

An Olympic steak

In a nod to the excitement surrounding the Olympic games this past summer, the CAB brand's Facebook page asked fans to come up with new and exciting events. The prizes for creativity? Gold, silver and bronze, of course, in the form of CAB prize packages.

Synchronized steak grilling won the gold medal, a box of strip steaks. The silver prize, a set of steak knives, went to the fan who suggested steak knife throwing, similar to darts. The bronze medal, a hat and water bottle prize, was awarded for the idea of adding a "country Olympic event" with hay bucking, fence fixing and cotton hoeing, all in the hottest summer months for 10-hour days — like many farmers and ranchers face on a regular basis.

Other suggestions in the entries included cow-chip throwing, ribeye relays and cattle calling. It was all part of the fun that helped build bonds and raise brand awareness.

The perfect pair

While wine is often paired with cheese, that's not how it happened at the Cleveland Wine Festival. Certified Angus Beef LLC

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

(CAB) joined the festival for the first time with one of the very few food booths at the outdoor event. Despite the rain, which twice interrupted the two-day event, folks lined up for hours to taste the CAB strip steak and ribeye samples featured by grocery partner Giant Eagle. Paired with the sample was a coupon good for \$1 off any CAB brand product at any Giant Eagle store.



Patty party

A new patty-making invention launched by Cardinal Meat Specialists Ltd. is revolutionizing the way the burger meets the bun. Using a unique Natural Texture Forming™ technology that loosely weaves ground beef together, Cardinal's "Revolution Burger," made with 100% CAB cuts, delivers a tender, juicy patty with a lighter density and texture than a traditional hand-formed burger — attributes that are appealing to many restaurants and chefs nationwide.

The result is a burger that offers a faster cooking time with less shrink than conventional patties, while maintaining its juicy texture and flavor. In addition, the loosely woven technique allows heat to penetrate the patty more quickly and evenly.

Mark Polzer, vice president of business development for CAB, says the patty is unlike anything most customers have experienced. "We are thrilled to use our premium beef in such a unique and ground-breaking patty. The mouth feel and flavor of these burgers is exceptional," he says.

The ground-breaking burger will be available to restaurants served by more than 50 Sysco distribution companies nationwide.

The roundup

In mid-August, members of the Ohio Cattlemen's Association visited the CAB Education & Culinary Center for an evening of great food and fellowship to kick off their annual roundup event. John Stika, CAB president, opened the evening by highlighting the importance of connections and teamwork across the beef community, citing as an example that link between the Ohio producer group and CAB.

In addition to planning and preparing

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in July 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 ^a	Head	%CAB	%Prime	%YG1-2	AngusSource
Hays Feeders LLC	S	18	57.14	0.00	55.56	No
Hays Feeders LLC	S	54	49.02	3.70	75.93	Yes
Beller Feedlot	S	39	48.57	2.56	51.28	No
Chappell Feedlot	H	38 ^b	44.74	0.00	13.16	No
Silver Creek Feeders Inc.	M	46 ^b	43.48	10.87	17.39	No
Pratt Feeders LLC	H	38 ^b	36.84	2.63	36.84	No
Chappell Feedlot	S	13 ^b	30.77	0.00	46.15	No
Chappell Feedlot	M	30 ^b	30.00	0.00	63.33	No

Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	AngusSource
McPherson County Feeders Inc.	M	42 ^b	52.38	2.38	28.6	No
McPherson County Feeders Inc.	S	42	50.00	2.38	38.1	No
Beller Corp.	M	88 ^b	44.32	47.73	26.1	No
Ford County Feed Yard Inc.	S	72	43.08	2.78	54.2	No
Pratt Feeders LLC	S	55 ^b	41.82	1.82	32.7	No
McPherson County Feeders Inc.	S	39 ^b	38.46	2.56	30.8	No
Pratt Feeders LLC	S	51 ^b	35.29	7.84	51.0	No
Pratt Feeders LLC	S	29 ^b	34.48	3.45	65.5	No
Pratt Feeders LLC	S	61 ^b	34.43	0.00	32.8	No
Pratt Feeders LLC	S	113 ^b	30.97	3.54	61.1	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.



► CAB President John Stika highlights the importance of beef industry connections to the Ohio Cattlemen's Association while welcoming them to the brand's Education & Culinary Center.

a steak dinner, the brand's chefs provided an educational demonstration on how to break down a boneless rib roast. Guests also had the opportunity to participate in briefings on quality grades and marbling or on GeneMax™, the brand's quality-focused

DNA test, complete with a judging contest of Angus heifers.

What's up South?

Some exciting things are happening in South America, including a brand new CAB retail partner called Jumbo. The chain, with a total of 34 stores, is the first in Chile to license with the brand. So far, Jumbo's No. 1 item is the chuck roll, but the stores also include middle meats and end cuts in their meatcases.

The opportunity for these stores expands brand reach and promotes it outside the United States in a market where other brands of Angus beef are available to retailers. Each package also sports an American flag sticker denoting its source.

Texas Tech senior interns

Tressa Lawrence joins the CAB Industry Information team this fall as an intern. The Texas Tech University ag communications major with a minor in ag business works with CAB staff in Kansas, Nebraska and Ohio to produce news and features that help explain how to hit the CAB target and get paid for it.

Lawrence was raised on her family's

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commercial cattle operation outside the small town of Buffalo, Wyo. She was active in 4-H and FFA, showing cattle, livestock judging and participating in the National Beef Ambassador Program.

“I picked up my passion for agriculture and a commitment to quality from the examples my family set of hard work and dedication,” she says.

A member of Agriculture Communicators of Tomorrow and TECHsan Cattle Women, Lawrence serves as president of the University’s Ambassadors for Agriculture program. Her CAB internship ends in December.

Tennessee connection

Sharing attention to details can keep good

customers coming back with better cattle each year.

Silver Creek Feeders, a CAB partner yard near Treynor, Iowa, is Roger and Jill Chambers’ family-oriented 3,000-head business. Dedicated to close consultation and service to customers, they know that approach pays off.

The latest evidence can be seen in this month’s honor roll of 30.06 pens (see table on page 77), a first for Silver Creek and their Tennessee customer since 2009, Brian White. The 46-head, mixed-sex pen of cattle were placed on feed as yearlings and kept growing at the rate of 3.1 pounds (lb.) per day.

However it was in the packinghouse where the group really stood out.

“We had someone tell us that as they were grading, they actually stopped the line to have other graders come and look at the carcasses,”

says Roger Chambers. “They were that impressed with the quality.”

After all were graded and tallied, the report came back with 43% CAB acceptance rate, and nearly 11% making it into the Prime grade.

Such cattle don’t just show up by accident, but through focus that shares information and quality goals, Chambers says. The Silver Creek Total Performance Information Program (TPIP) helps customers get data reports on how each animal fared in the yard and on the rail.

White had great cattle when they first came to the Iowa yard, but thanks to that shared focus, they keep getting better, Chambers says.



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