



# Brand News

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

## CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588;  
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  
**Mark McCully**, vice president, production

## SUPPLY DEVELOPMENT DIVISION

### Kansas staff:

CAB Program Satellite Office  
1107 Hylton Heights Rd.,  
Manhattan, KS 66502  
785-539-0123; fax: 785-539-2883

**Larry Corah**, vice president

**Gary Fike**, beef cattle specialist

**Wendy Nichols**, office and data manager

**Kara Lee**, supply programs manager  
30731 172nd St., Leavenworth, KS 66048  
812-653-0020

### 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:

**Marilyn Conley**, administrative assistant

## INDUSTRY INFORMATION DIVISION

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

### Blogs:

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



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listings, retail store locations and cooking  
information, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

## Ohio Ag Hall inducts Colvin

The first executive director of Certified Angus Beef LLC (CAB), Mick Colvin was inducted into the Ohio Agricultural Hall of Fame in early August. The honor, bestowed by the Ohio Agricultural Council (OAC), recognized the CAB patriarch for his longstanding commitment to promoting and advocating on behalf of agriculture in the state.

Held during the Ohio State Fair, the 48th annual event brought together a myriad of industry leaders attending in support of Colvin and three other inductees.

OAC President David Barrett recognized them “for their unwavering commitment to protecting and advancing Ohio’s food and agriculture community, promoting agriculture education, and serving others in their local communities and beyond.”

For Colvin, the honor was to see the public outpouring of support. Having served as an active member of the community for more than four decades, it was a pleasure to encounter friends and colleagues representing all parts of his tenure.

“I was truly moved to see so many faces of those I have worked alongside over the years. Together we have accomplished a great deal and will continue to promote and further the industry we all dearly love,” Colvin said.



## CAB psych 101

Each CAB employee brings unique experiences and ideas to the table where they combine to promote the brand in the best way possible. That means working together to assist producers, packers, distributors, retailers and consumers in furthering the CAB mission.

But for Pam Cottrell, a day in the Wooster, Ohio, office looks a bit different. Unlike most co-workers, her focus is internal, and as director of human resources, Cottrell’s job is people.

She wouldn’t have it any other way.

“I look at all the people in the room and that’s my world,” she says.

Traveling for speaking engagements is common among CAB staff, but their audiences generally link to the beef industry in some way. For Cottrell, however, that’s not always the case.

On Sept. 12, in San Francisco, she addressed the American Psychological

Association’s Work and Well-Being Conference about the employee workplace and the importance of creating a positive work environment. Amidst a room full of clinical psychologists, Cottrell held her own.

Designed to leave attendees with knowledge and insight on how to enhance productivity and well-being in the workplace, the conference was a gathering spot for leaders in the field.

Cottrell was invited to speak because of CAB’s previous recognition for having an on-site psychologist and for its many workplace awards. An integral part of the company for more than a decade, she says the invitation made perfect sense.

“This isn’t what we do,” she says. “This is who we are. It increased the visibility of the great culture we have here.”

As CAB continues to grow, the family-like atmosphere stays the same, and Cottrell says the emphasis is on camaraderie and thoughtfulness.

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

## Jimmy Kimmel Live!

The bright lights of Los Angeles are no stranger to stars. Whether they are walking down the street, dining out with friends or nestled in a corner of a quaint coffee shop, the city shares its space with many of the elite in show business. While we've grown accustomed to watching their antics on the air-conditioned sets of *The Tonight Show* or in a studio across the country for the *Late Show* with David Letterman, a certain Hollywood parking lot could be "where the party's at," really.

Barbecue expert extraordinaire Adam Perry Lang set up camp on the back lot of *Jimmy Kimmel Live!* to promote the re-issue of his best-selling *Serious Barbecue* cookbook, and to feed people great food.

From July 16 to Sept. 5, locals and tourists alike could visit the Back Lot BBQ in the heart of Hollywood and treat themselves to the tasty cuisine three days a week. What's more, Chef Perry Lang was featured on the show and made sure to mention his favorite brand of beef.

"I love *Certified Angus Beef*®," he said. "It's a go-to brand for me." A long-time CAB® fan, he refers to it in his book as "a reliable assurance that you're getting what you paid for."

Combining the quality of the brand with the chef's expert cooking skills, visitors were likely to get just that.



## World of Angus

Joey Restaurant Group spurred excitement for CAB among its chefs in the Calgary, Alta., area of Canada with a "World of Angus" cooking competition on June 30.

Eight chef teams were assigned different countries and CAB beef cuts, each to craft a tasty beef-centric meal and drink pairing influenced by their country's flavors.

Adam Twohey and Ben Witt, Joey Eau Claire chefs in Calgary, created the unique international showcase as a direct result of attending CAB Canadian Roundup a couple of weeks prior.

After their complete tour of Canada's beef industry, Twohey and Witt put their heads together to organize the four-hour competition. Spectators judged teams for their dish's flavor and presentation, representation of their assigned region and kitchen cleanliness.

The top three teams won prize money from a \$600 pool.

This contest engaged Joey Restaurant Group chefs and created more buzz for CAB.

## NYC goes local

When the James Beard House in New York City asked a Kentucky chef to join the role of world-famous chefs who have prepared dinner there over the years, Josh Moore was up for it. The executive chef and partner at Volare Italian Ristorante in Louisville, Ky., was sure to add his own personal flare to the traditional honor. Moore is known for forging his own path.

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**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in July 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 <sup>a</sup>	Head	%CAB	%Prime	%YG1-2	AngusSource
Keeling Cattle Feeders Inc.	H	113 <sup>b</sup>	57.52	1.77	54.87	No
Chappell Feedlot	S	24	54.55	0.00	25.00	No
Chappell Feedlot	H	19	52.94	5.26	52.63	No
Chappell Feedlot	H	34	50.00	5.88	41.18	No
Chappell Feedlot	M	17	37.50	5.88	47.06	No
Chappell Feedlot	H	44 <sup>b</sup>	36.36	0.00	31.82	No
Chappell Feedlot	M	36	35.29	0.00	63.89	No
Chappell Feedlot	M	44	35.00	2.27	65.91	No
Pratt Feeders LLC	S	110 <sup>b</sup>	34.55	0.00	82.73	No
Chappell Feedlot	H	44 <sup>b</sup>	31.82	0.00	65.91	No
Pratt Feeders LLC	S	44 <sup>b</sup>	31.82	0.00	65.91	No

Honorable Mentions	Sex <sup>a</sup>	Head	%CAB	%Prime	%YG1-2	AngusSource
Chappell Feedlot	H	38	66.67	0.00	13.16	No
Keeling Cattle Feeders Inc.	H	61 <sup>b</sup>	62.30	11.48	29.51	No
Chappell Feedlot	S	80 <sup>b</sup>	51.25	0.00	10.00	No
Pratt Feeders LLC	M	68 <sup>b</sup>	47.06	7.35	48.53	No
Chappell Feedlot	S	33	40.63	0.00	9.09	No
Pratt Feeders LLC	S	171	38.92	3.51	46.20	No
Chappell Feedlot	S	25	36.36	0.00	64.00	No
Chappell Feedlot	S	33 <sup>b</sup>	33.33	0.00	18.18	No
Chappell Feedlot	S	31	33.33	0.00	41.94	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.

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“It was great to be able to take a refrigerated truck out to my farm, harvest everything, come to the restaurant and then head straight to New York,” he says.

A native of Louisville, he grew up in the city but looked for something historic and spacious when shopping for a home. The result: a 110-year-old farmhouse in Taylorsville, Ky., a 45-minute drive from the restaurant.

At home, Moore takes off his apron to set foot onto his 10-acre farm. There he grows tomatoes, potatoes, onions and cucumbers in a 1.5-acre plot, and he manages 50 fruit trees and a quarter-acre patch of berries. He proudly supplies 50% of the produce in the spring, summer and fall months to Volare.

“Every restaurant nowadays is farm-to-table,” Moore says. “For me, it’s my farm to my table.”

As a CAB Brand Ambassador, Moore continues to advocate high-quality beef and enjoyed traveling with the brand to Amarillo, Texas, on a chef tour. He credits touring a ranch, feedlot and packing facility as one of the most educational experiences he has had as a chef, and he’s quick to recognize Angus producers as passionate and dedicated.

“It comes through on my end because what I get to serve to my guests is much higher-quality than other beef,” Moore says. “It’s just neat to see how that passion and that care trickles down to the restaurant.”



**Editor’s Note:** *Laura Conaway is public relations and industry information specialist for CAB.*



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