



# Brand News

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

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Supply Development:  
[www.blackinkwithCAB.com](http://www.blackinkwithCAB.com)

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For recipe ideas, storage and handling tips,  
restaurant listings, retail store locations  
and cooking information, visit  
[www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

## Retail stores want CAB

A retail chain and a parent company with four chains under its banner have converted to selling *Certified Angus Beef*® (CAB®) product in their fresh meatcases. Weis Markets Inc., headquartered near Sunbury, Pa., boasts 207 stores in a territory that spans Pennsylvania, Maryland, New Jersey, Virginia, Delaware and New York.

Pure growth aside, Tara Adams, CAB director of account strategy and key accounts, says the chain converted from another Angus brand. Now it will fill a void, particularly in an area of the western Keystone State that was missing the CAB footprint.

“Weis is bringing the brand to their core area, where we didn’t have a presence,” Adams says. “That’s exciting for us.”

In preparation for the Sept. 15 launch, CAB account managers spent time at Weis Markets headquarters and multiple stores to prepare leadership and meat managers for the transition.

Similarly, four Pyramid Food stores — Food Pyramid, Price Cutter, Summer Fresh Supermarkets and Country Fresh — will offer the brand to customers in areas where it was lacking or nonexistent.

The combined 40 stores cover Missouri, Arkansas and a portion of Oklahoma.

CAB staff were on location with leadership and meat staff to review CAB quality specifications, working through potential scenarios and customer inquiries. A strip-steak lunch allowed a chance to taste the product.

“We find that to be a priority,” Adams says of the face-to-face interaction. “We want them to not only feel comfortable to answer questions but to make sure they are up to speed on what to expect with a launch.”

## Ag comm students intern with CAB

Two future journalism professionals are adding to their résumés this fall.

Both CAB Industry Information interns are senior ag communications majors, have experience in the cattle industry and, coincidentally, share the same first name.

Katie Alexander is working from her collegiate base at Oklahoma State University in Stillwater, Okla. Katie Fuller is doing the same from Texas A&M at College Station, Texas.

The duo are writing feature articles and taking photos, authoring blog posts, video scripts, press releases and columns.

“We always enjoy a chance to work with young people who are enthusiastic about writing for the beef community. It’s a great learning experience for all of us,” says Steve Suther, CAB director of industry information. “It helps us continue to tell the story of Angus producers who aim for our high-quality target, along with providing information to help them reach those goals.”

The students attended an introductory seminar at CAB headquarters in Wooster, Ohio, last winter to learn more about the brand and the producers they serve.

Since 2000, the division has hosted more than 40 interns from across the United States.



## Deconstructed porterhouse

When the promotion planners at Food City stores saw the brand’s Heritage Campaign ad materials, they were taken by imagery that you might call the deconstructed porterhouse.

“It’s everywhere, from the inside cover of

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an August weekend race program — NASCAR at Bristol Motor Speedway — to the Food City trucks,” notes Christy Johnson, CAB director of advertising and promotion. “It’s even in the University of Tennessee’s football program this year.”

“Food City’s marketing team is one of the best in accessing the tools we offer and utilizing those assets, including photography, and then making great impressions with a creative flair.”

Televised support came from CAB staff working with local meteorologists in Chattanooga, Tenn., for a “Chips on a Grill” segment, and live for a “Backyard Battle” segment from Bristol Motor Speedway.

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## Meanwhile at the ECC

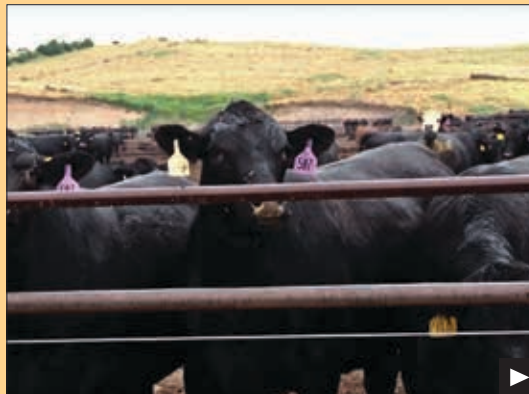
Since its establishment in February 2012, the CAB Education & Culinary Center (ECC) has served as a unique gathering place. Partners in and outside of the beef industry are gaining insight into the brand and the quality beef that defines it.

From cattlemen to media guests and scientists to chefs, more than 225 groups have visited the Wooster, Ohio, venue from all parts of the world. This ECC column within Brand News will help keep producers current on recent events there.

- ▶ Sysco Detroit, Aug. 2
- ▶ Mr. B’s, Aug. 2
- ▶ Sysco Eastern Maryland, Aug. 3-4
- ▶ Harrington Raceway & Casino, Aug. 3-4
- ▶ Independent Meat Distributors event, Aug. 9-10
- ▶ Creative Dining Services, Aug. 15
- ▶ MOOYAH Burgers, Fries & Shakes, Aug. 16-17
- ▶ Licking County bus tour, Aug. 24
- ▶ Sysco Southeast Florida, Aug. 30-31

## Digital extras

Certified Angus Beef LLC (CAB) and the American Angus Association provide these video segments. Readers of our digital edition can click on the photo to launch the respective YouTube video. The url (www ...) for each video is also provided for our print edition readers.



Tom Williams, co-owner and manager at Chappell Feedlot, near Chappell, Neb., discusses working individually with his retained ownership customers to ensure their health programs benefit their quality genetics. Here’s the clip: <https://www.youtube.com/watch?v=suqw7trNIWY>.



Don Schiefelbein, co-owner of Schiefelbein Farms at Kimball, Minn., talks about how to work together as family while ensuring success for everybody. Here’s the clip: <https://www.youtube.com/watch?v=F4szO65Ygf0&feature=youtu.be>.



Jerry Hasart, manager of Top End Farms from Bethune, Colo., talks about improving genetics and expanding the operation despite adversity. Here’s the clip: <https://www.youtube.com/watch?v=Z3BSE1g2zmA>.



Lorna Marshall, vice president of beef genetic programs for Select Sires, discusses how artificial insemination can help producers make rapid change in their herds. Here’s the clip: <https://www.youtube.com/watch?v=fMFh82EKmDU>.

### Cheeseburgers for Days

National Cheeseburger Day was Sept. 18, but that was too little time for the brand. CAB made it a month-long celebration by featuring gooey cheeseburger photos from its partners on Instagram and Facebook during September.

“We have licensed restaurants throughout the country and decided to highlight those who have really great cheeseburgers,” said Kelly Murray, assistant director of foodservice marketing.

A similar steak promotion in June inspired the fall plan to highlight partners on CAB social media platforms. “Cheeseburgers for Days” was the result of brainstorming in the



weeks after “The Steaks of Summer,” she said.

“Consumers could see who has a great cheeseburger and serves *Certified Angus Beef* in their locations,” Murray said. “Sometimes the only way a consumer will know where to buy is to go to the website and look it up. This promotion exposed them to really great

places that they can seek out when they travel, or that are just in their area.”

As more fast-food restaurants promote a generic “Angus” beef, CAB-licensed partners continue to deliver on quality. Those brand partners aren’t known in the fast-food realm, but they are known for fast-casual dining. The quick-service cheeseburger restaurants promote with buzzwords; those that feature the original premium Angus brand highlight its 10 quality standards that set their beef above the rest.

“CAB has aligned with the right type of quality-based restaurants,” Murray said, noting the promotions aim to bring new business to those partners.



**Editor’s Note:** *Laura Conaway is producer communications specialist for Certified Angus Beef LLC.*



► While part of the Supply Development team was in Nebraska and Texas for the annual Feeding Quality Forums, others spent the day with CAB restaurant customers from New York and New Jersey at Trowbridge Angus, Ghent, N.Y. Trowbridge, recipient of the inaugural 2015 CAB Ambassador Award, continues as a friendly face of the brand.