



Brand News

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

Education & Culinary Center

Certified Angus Beef LLC (CAB) recently purchased a 7,000-square-foot facility adjacent to its Wooster, Ohio, headquarters. Renovation is under way that will transform it into the CAB Education and Culinary Center.

Brent Eichar, senior vice president of operations, says he anticipates opening the facility by January 2012, allowing the brand to provide its 12,300 retail and foodservice partners better hands-on training.

The center will include a large, state-of-the-art kitchen and meat-processing area, where CAB chefs and beef experts can work side-by-side with licensed partners.

That will help them to “continue growing their success with our brand,” Eichar says. “We’ll be able to break

down a side of beef to examine muscles and their relationship to tenderness and palatability, then test those cuts with different preparation methods.”

The facilities will be designed to support programs like retail case merchandising, subprimal fabrication, creative menu planning and signature grind development, Eichar says. “It will ultimately allow us to provide interactive and innovative programs for the advancement of our partners, who continue to set the bar for premium beef.”

Price Chopper award

The New York-based Price Chopper chain of supermarkets honored the *Certified Angus Beef*® (CAB®) brand as a Top 10 Partner for

2011. The retailer has an impressive sales record with CAB, including recognition on the other side as a top partner of the brand. Its website calls CAB “the tastiest, most tender beef you’ll ever have.”

CAB Colvin Scholarship

College juniors and seniors with a beef industry focus are once again invited to apply for the annual awards totaling \$15,000 available through the Louis M. “Mick” Colvin Scholarship Fund.

Named for CAB’s first executive director and beef industry leader, the Colvin scholarship will award at least five students in incremental dollar amounts. Students who demonstrate their commitment to the beef

industry through the pursuit of a degree in meat, food or animal science, marketing, business, communications or other related degree are eligible for the scholarships.

The top two recipients also will win a trip to attend the 2012 CAB Annual Conference in White Sulphur Springs, W.Va., to interact with leaders of the beef production, packing, foodservice and retail industries.

Students’ applications will be evaluated based on activities and scholastic achievement, communication skills and reference letters. The application deadline is Dec. 2.



► There will be plenty of room for meat processing and cutting, as well as a crescent-moon-shaped demonstration kitchen in the new CAB Education and Culinary Center.



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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.

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

For more information and an application, visit www.certifiedangusbeef.com/press/colvin/index.php or contact Trudi Hoyle at 800-225-2333, ext. 211.

Internships offered

CAB's Industry Information and its Marketing divisions are seeking applicants for internship programs for 2012 summer or 2012-2013 school term positions. College juniors or seniors with writing and editing experience who are interested in these opportunities are encouraged to visit www.certifiedangusbeef.com to learn more. Application deadline is Dec. 1.

David family focus

John David, along with sons Troy and Mike, of David Ranch, Lenora, Kan., believes in Angus cattle, quality care, customer relationships and a family-run business.

This CAB partner yard, which won a Quality Focus Award in 2008, proves that vision has not shifted, as seen in the monthly CAB 30.06 Program list with two pens of custom-fed cattle (see table).

Pens are ranked by traditional CAB brand acceptance, and this month shows higher overall pens from the Beller and Chappell feedlots with a significant share of CAB Prime.

Still, the David Ranch pens are noteworthy. The top-listed mixed-sex cattle were owned by their customer and consulting nutritionist Russell Smith, Dodge City, Kan. It qualified 27 of 38 head for the brand, including two CAB Primes; nearly 40% of them were lean, Yield Grade (YG) 1 or 2.

Conrad Vankooten, Long Island, Kan., owned the next pen. "He has fed with us for several years," says owner John David. "His cattle always grade good." That's for sure, with 26 out of 38 making CAB, including two CAB Primes and nearly 45% YG 1 or 2.

"A lot of our success is attributed to being a family operation," David says. His customers, who supply consistent, quality Angus cattle, know what they will get at David Ranch. "They know their cattle get the best care there is. That's the reason they keep coming back."

'Dr. Phil' at Greenhouse Tavern

In the basement of one of Northeast Ohio's hottest restaurants, Dr. Phil spent a Wednesday morning in September with some of the finest chefs in Cleveland's burgeoning culinary scene, according to the CAB blog site www.GoRare.com.

But this Dr. Phil wasn't talking about feelings or solving personal problems. He is CAB's meat scientist Phil Bass, who holds his doctorate from Colorado State University. To chefs, he's a walking, talking playbook on how to disassemble cuts of

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in August 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	%YG1-2
David Ranch	M	38 ^b	65.79	5.26	39.47
David Ranch	S	38	64.86	5.26	44.74
Chappell Feedlot	H	25	63.64	12.00	48.00
Beller Feedlot	H	76 ^b	55.26	28.95	59.21
Beller Feedlot	H	37 ^b	54.05	24.32	45.95
Chappell Feedlot	S	46	52.38	2.17	13.04
Chappell Feedlot	H	53 ^b	45.28	7.55	18.87

Honorable mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2
Beller Corp.	H	205	71.05	4.39	40.49
Beller Feedlot	S	84 ^b	54.76	1.19	30.95
Beller Feedlot	S	82 ^b	50.00	2.44	43.90
Pratt Feeders LLC	H	36 ^b	47.22	8.33	41.67
Darnall Feedlot	S	85 ^b	40.00	28.24	21.18
Keeling Cattle Feeders Inc.	H	99	38.00	2.02	52.53
Keeling Cattle Feeders Inc.	H	61	35.29	4.92	42.62
Keeling Cattle Feeders Inc.	H	63	31.82	3.17	47.62
Pratt Feeders LLC	S	123 ^b	30.89	0.81	37.40

^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.

beef and find those seldom-utilized, ultra-tender steaks that are often overlooked in the grocery and restaurant business.

He took time to meet with the famed Jonathon Sawyer, executive chef and owner of The Greenhouse Tavern and the hip, laid-back Noodlecat restaurants. The cover of last

December's *Food & Wine* magazine tabbed him one of the 10 Best New Chefs of 2010, and he's been seen on Food Network's *Iron Chef America*.

On this day, Sawyer, along with chefs de cuisine Brian Goodman and Brian Reilly from Greenhouse and Noodlecat, was playing the role of student as Bass broke down subprimal after subprimal, peeling away layers of raw, uncooked beef to expose



► "Dr. Phil" Bass presenting to executive chef Jonathon Sawyer and chefs de cuisine Brian Goodman and Brian Reilly, along with Jonathon Seeholzer, partner.

majestic cuts unknown to the industry as recently as five years ago.

Sawyer and his crew were particularly intrigued with the multitude of applications for the sirloin and the chuck roll once broken down. That's because he has to buy cuts suitable for both the fine-dining and casual menus at the two restaurants, and most of it is of the CAB brand.

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Taste of Charleston

Sysco Columbia put in a \$20,000 sponsorship for the Taste of Charleston (S.C.) festival, awarding all “logo rights” to their premium protein suppliers, CAB and North Coast Seafood. Anywhere that sponsor’s logo was called for, festival goers instead saw the logo for CAB, which also placed a giveaway coupon in 10,000 gift bags.

Since a large number of attendees were from out of town, CAB’s coupon led people into licensed restaurants in Charleston/Mount Pleasant, S.C., during the three-day event Oct. 8-11. To keep the coupon from getting “lost” in the gift bags with all of the other flyers, it was attached to a CAB spice packet. Expirations on Oct. 11 ensured quick and widespread redemption, which Sysco also covered.



What's Cooking at CAB

With Chef Michael Ollier

Get stuffed

I love roasted beef. When well-prepared, a slow-cooked, tender beef roast can amaze even the most sophisticated dinner table. The only problem is, the ones that tend to impress also tend to be pricy: strip roast, prime rib roast, etc.

The run-of-the mill, economical cuts (English pot roast, anyone?) can sometimes be a bit ho-hum, especially after so many years of the same-old, same-old at the center of the holiday table.

I think roasts can do better than that. I think your dinner table deserves better than that. I think your holiday roast deserves to have a “wow!” factor.

So I started playing around in the kitchen this fall, looking for a new way to roast. I wanted to find a unique recipe that would make an underutilized beef cut incredibly impressive next to the turkey.

What better inspiration for a Thanksgiving beef roast than the old bird itself? I told that bird to stuff it, and then I looked at ways to do the same. I ended up with a beef roulade — a fancy word for rolling meat up with delicious ingredients stuffed in the middle.

No, it's not your typical bread stuffing, but I think this blows that fluffy stuff out of the gravy boat.

I used a flank steak because it's a common, cost-effective cut that generally can be purchased in uniform thickness. The flank steak has a pretty robust beef flavor of its own, but it also takes on the essence of other ingredients well.

When you roll all those other groceries up in the flank steak, they meld together as they roast. With that, you end up getting a variety of distinctively delicious flavors in each bite, which is really what gives this recipe that huge “wow!” we're looking for.

Here are a few more tips to make this recipe really shine this Thanksgiving:

- ▶ Butterfly with care. Step one might be the most important part of the whole recipe. Try to halve the flank steak as evenly as possible. Use a long, smooth (not serrated) and very sharp knife. Try to keep your knife level to your cutting board to make the cut on-target.
- ▶ Short on twine? Surely not! Ok, but baling

twine doesn't count. If you don't have butcher's twine or another form of cotton string around the house, improvise. Roll the steak up and use toothpicks to secure shut.



- ▶ Make it your own. This recipe is very flexible. Don't like tomatoes? Don't use 'em. Local grocery store doesn't carry arugula? Replace it with spinach or kale. Save it for Cinco De Mayo next May and

add peppers and onions for a fajita roll-up instead. Make it your own, and stuff the steak with your favorite ingredients.

So go ahead, get stuffed! And enjoy!

Until next time,

— Chef Michael



Flank Steak Roulade

Ingredients

2 to 2½ lb. CAB® flank steak
½ cup balsamic vinegar
8 oz. chopped walnuts, about 1¾ cups
5 Tbs. grated parmesan cheese
1 Tbs. minced garlic (2 cloves)
1 tsp. red pepper flakes
2 tsp. coarse kosher salt
½ cup olive oil
2 cups loosely packed baby arugula
8-oz. jar sun-dried tomatoes, packed in olive oil
2 tsp. dried rosemary, hand-crushed
½ tsp. freshly ground pepper
Butcher's twine

Instructions

Butterfly flank with the grain to ¼-in. thick, yielding about an 11 × 14-in. rectangle. Place in a shallow baking dish with balsamic vinegar. Cover with plastic wrap and refrigerate.

In a food processor, pulse together walnuts, 3 Tbs. parmesan, garlic, red pepper flakes and 1 tsp. salt to the consistency of coarse cornmeal. Add olive oil while blending to make a paste; set aside.

Preheat oven to 450° F. Remove flank, pat dry and lay flat on a cutting board. Layer with walnut paste, arugula and sun-dried tomatoes. Roll and tie roast to the 11-in. length. Season the exterior evenly with remaining 2 Tbs. parmesan, 1 tsp. salt, rosemary and pepper. Set in roasting pan with rack, uncovered.

Roast for 10 minutes. Reduce heat to 325° F and roast an additional 60 minutes for medium rare. Allow to rest 10 minutes before slicing, two slices per person.

Yield:

Serves 4-6.