



# Brand News

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

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

## 'Trade campaign' targets foodservice

From packers to distributors, retailers and restaurants, all contribute equally to making the beef world go round. While there is some integration on the product side, the folks on each end of the table — ranchers and chefs — rarely cross paths. When they do, they share feelings and commitment equally strong.

Whether in the field or kitchen, on horseback or behind the grill, their days are long, filled with hard work and an honest living. In an effort to join forces with these beef enthusiasts and share their stories with America, Certified Angus Beef LLC (CAB) invited culinary masters to take off their aprons and visit with the men and women who are responsible for raising the quality of cattle marketed in their restaurants.

What resulted from the July photo shoot is brilliant photography and video footage that amounts to a campaign to communicate the relationship between rancher and chef, inviting all to join in on the party.

CAB Vice President of Marketing Tracey Erickson says it shows the passion of those already associated with the *Certified Angus Beef*® (CAB®) brand, and invites others to take part in this greater community.

"The table is the image this is all based on," Erickson says. "It symbolizes the connections and community behind the brand, and their collective passion to deliver premium beef."



We hope that ideal will carry through to everyone who sees our ads."

Launched in trade magazines like *Food Arts*, *Restaurant Business*, and *Plate* in September 2013, the "Join Our Table" campaign will circulate for two years, targeting the foodservice side of the industry. One goal is to reach out to more chefs, igniting more working relationships with them.

Once the backdrop for old Western movies, the mountains and valleys of Montana set the stage for this scenic meeting of the minds. That location in Big Sky Country is home to ranchers Jim and Tammi Sitz, their four children and the hundreds of Angus cows that graze their land.

For the Sitz family, spending time with the nine chefs who visited their ranch reiterated the importance and value placed on quality beef.

"Working with chefs makes us realize how important quality is to them," Jim Sitz says. "They must have a consistent product, and it's important for them to see the efforts we're making to give them that product."

"Coming to a place like this and meeting the ranchers is an amazing experience," says Chef Cindy Hutson, Ortanique Cuisine of the Sun. "You can hear about it and you can read about what ranchers do and the care they take, and the turmoil and the success and everything they go through — but to actually come out and experience the rancher's life, it brings it home, it makes it into a bigger family."

For more information on the campaign, visit [www.joinourcabtable.com](http://www.joinourcabtable.com).

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

## Guinness World Record BBQ

From the longest freefall to owning the tallest dog, taking part in world records can have its ups and downs. However, when the grills were lit in Monterrey, Mexico, in mid-August, 45,252 people were right where they wanted to be — at the world's largest barbecue (BBQ).



Sponsored by the likes of ITAB, Cavimex and CAB retail partner HEB—Mexico, among others, the Guinness World Record for the largest Carne Asada BBQ was set.



To make the dream a reality, 18 tons of beef and hot dog franks were cooked, accompanied by sides of potatoes, onions, salsa and salad. The grilling army was composed of 1,700 culinary students working with 240 grills, all under the supervision of chefs.

CAB chuck-eye rolls were provided and served to the multitudes, allowing them to taste the difference firsthand. The brand's assistant director of international marketing, Emily Agle, says it was "an awesome opportunity to get CAB product in the mouths of thousands of people in Monterrey."

## Competition dining heats up NC

With college football under way and fall sports in full swing, there is no doubt the southern states thrive on a healthy dose of rivalry. In select locations across North Carolina, that was obvious and hot off the

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## Digital extras

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



When ranchers work closely with a feedlot, it helps their calves express full genetic potential, according to Darrell Busby, Iowa State University, and feedlot owner-manager Kenny Knight, Lyons, Kan. Here's the clip: [www.youtube.com/watch?v=MBvszYg3DJl](http://www.youtube.com/watch?v=MBvszYg3DJl)



Stacy Hadrick, beefSD coordinator, talks about the beefSD program that showed young ranchers the breadth of the beef business. Here's the clip: [www.youtube.com/watch?v=aliwcSofbY4](http://www.youtube.com/watch?v=aliwcSofbY4)



It's important for those selling beef to know where it comes from. That's why CAB and Reasor's Grocery hosted an educational day on the Buford Ranch in Oklahoma earlier this year. Here's the clip: [www.youtube.com/watch?v=VvyDZfjSOHY8](http://www.youtube.com/watch?v=VvyDZfjSOHY8)



Beef flavor is important to consumers, and fortunately beef quality grades do a good job of predicting it, says Deb VanOverbeke, of Oklahoma State University. Here's the clip: [www.youtube.com/watch?v=uVeC6P4UP2o](http://www.youtube.com/watch?v=uVeC6P4UP2o)



grill as area chefs vied in the “Got To Be NC” competition dining series.

Sponsored by CAB distributor partner Southern Foods, chefs were challenged to prepare three courses using a secret North Carolina ingredient. Oftentimes the “mystery” ingredient is a CAB cut not revealed to the contestants until noon the day of the competition. Chefs are then given seven hours to prepare the menu for the evening’s judges — more than 100 locals who relish in the benefits of the culinary rivalries.



**David Bettendorf**

CAB brand ambassador David Bettendorf, executive chef of River’s Edge, took his game to the Fire in the City competition in Charlotte, N.C. Bettendorf prepared “southern sushi,” where grits and country ham replace rice and tuna, respectively. The culinary explorer, who enjoys cooking under pressure, earlier joined the brand in Amarillo on a chef tour, where he gained insight into the production side of the beef industry.

“What a wonderful experience, from the ranch to the feedlot. Seeing the process gave me a new appreciation for the product and makes me even more proud to serve CAB in my restaurant,” he says.

“Got To Be NC” is a single-elimination series of 15 Iron Chef-style battles in six regions of the state. Vying for the grand prize of \$2,000 and the coveted “Red Chef Jacket,” the winner of each series moves on to compete in the Final Fire: Battle of Champions in November. Brand ambassador Ryan Payne won the Fire in the Triangle leg of the competition in 2012.

**Industry honors past and present leaders**

The ag industry is special. While vast and far-reaching, it is wholesome, welcoming and proud. Therefore when some of our own are

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**Chef school production tour**

Culinary leaders from Johnson & Wales traveled to Colorado to experience the beef cattle industry firsthand. The ranch tour, Aug. 5-7, provided a backdoor view as attendees visited Aristocrat Angus, as well as a prominent feedyard and packing plant in the area.

Mary McMillen, CAB marketing director, says the event served the purpose of training the trainer, thus reaching the culinary education system with information about the brand.

“We are pleased to continue building our relationship with Johnson & Wales, the premier hospitality school in the U.S.,” she says. “These focused, up-close and personal experiences assist with our goals of educating the educators of our future culinary professionals.”



**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in August 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*<sup>®</sup> (CAB<sup>®</sup>) 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
Shaw Feedyard Inc.	S	42 <sup>b</sup>	71.43	0.00	73.81	Yes
Gregory Feedlots Inc.	M	47 <sup>b</sup>	65.96	2.13	36.17	No
Shaw Feedyard Inc.	S	36 <sup>b</sup>	55.56	0.00	55.56	No

Honorable Mentions	Sex <sup>a</sup>	Head	%CAB	%Prime	%YG1-2	AngusSource
Chappell Feedlot	H	69 <sup>b</sup>	66.67	17.39	7.25	No
Chappell Feedlot	M	23	60.00	0.00	26.09	No
Chappell Feedlot	H	27	52.00	0.00	25.93	No
Chappell Feedlot	S	25	41.67	12.00	12.00	No
Ford County Feed Yard Inc.	S	105	31.68	0.00	32.38	No
Beller Feedlot	H	42	30.56	4.76	50.00	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.

recognized, we take pride in congratulating them and their families for their hard work, knowing they weren't doing it for the accolades.

Recently, some of our past leaders and friends in the industry were recognized for a job well done. For *BEEF* Magazine's 50th anniversary, CAB founders Mick Colvin and Fred Johnson were among those selected to be in the *BEEF* 50, along with past American Angus Association execs John Crouch and Dick Spader. The magazine's readers also rated CAB among the top three beef processing and marketing innovations of the last half century.

Additionally, Anne Burkholder, CAB feeding partner and president of Will Feed Inc., Cozad, Neb., was honored by Vance Publishing (*Drovers CattleNetwork*) as one of the top 40 Under 40 in Agriculture. That award recognized current young leaders who reflect the diversity in agriculture as they help shape its future.

"I believe that my most important role in agriculture is to raise food responsibly and transparently," Burkholder says. "I do that with the philosophy that no matter how good I am, I can always get better."

Recognized for her leadership and commitment in advancing the cause to double food production in 2050, Tonya Amen, genetic service director for Angus Genetics Inc. (AGI), was also selected for the 40 Under 40 honor.

### **Something new for an old ranch**

History runs deep in Santa Margarita, Calif., and the valley where cattle have grazed for more than 300 years. The 14,000 acres that make up Santa Margarita Ranch there began as mission grazing lands in the 1780s, becoming a Mexican Land Grant Ranch in 1826.

### **Fun burgers**

Check out these home-plate-shaped CAB patties being served at the Greensboro Grasshoppers stadium in North Carolina. Eating just got that much more fun!



Now privately owned, the ranch stays true to its roots and integrity, while always looking for ways to innovate.



Manager Jeff McKee knew his Angus herd produced quality calves, but he needed a way to stand out in the marketplace. That's why he participated in the local Harris Ranch Partners for Quality program and later marketed calves via satellite on Superior Livestock Auction, but those things alone were not enough.

He wanted feedback on the calves. Conversations with Joel Judge of Zoetis hit upon the relatively new option of genomic testing.

The GeneMax™ (GMX) test was developed by Zoetis for CAB and Angus Genetics Inc., to predict gain and quality grade in high-percentage Angus cattle.

McKee used the \$17 test on his replacement heifers, 70 of them last year, but has made no culling decisions based on the data collected. It's more of a wait-and-see approach to use GMX Scores as part of an overall evaluation in the herd.

After fixed-time artificial insemination

(AI) on the heifers, 50K-tested bulls from Vintage Angus Ranch in Modesto, Calif., were used as clean-up sires. More than

half of the Santa Margarita bulls are 50K-tested, and McKee says that number will only increase with time.

GMX Scores for heifers should reflect equally on their steermates in the herd, McKee figures. That has implications for marketing.

"This is a way of getting data back to make sure our cattle are going in the right direction," he says. "It's a tool we can use to get a better idea of our cattle's potential and hopefully give them an edge at sale time."

### **CAB industry information interns**

Jayne Godfrey of Decatur, Ill., and Jessie Henshaw, from north of Pendleton, Ore., are CAB industry information interns this fall and winter, writing news releases and articles for cattle producers — including items on these pages — and traveling in their regions for feature stories.

University of Illinois senior Godfrey is also helping organize the Women Changing

the Face of Agriculture Conference in that state, through the local Agricultural Communicators of Tomorrow (ACT) club. She represents the college of Agricultural Consumer and Environmental Sciences (ACES) as a part of the Student Advancement Committee, too.

Previous internships have included Charleston|Orwig agricultural advertising agency in Hartland, Wis., and the North American International Livestock Exposition (NAILE) in Louisville, Ky.

A recent Oregon State University graduate in animal science, Henshaw was a leader in that University's Steer-A-Year program, and traveled as its officer to the Oregon Cattlemen's Convention and the National Cattlemen's Beef Association (NCBA) convention in Tampa, Fla., last February. Henshaw has also acquired field experience by interning at Beef Northwest Feeders, Columbia River Dairy and with the Oregon Beef Council.



**Editor's Note:** *Laura Conaway is a public relations and industry information specialist for Certified Angus Beef LLC.*