



Brand News

► News and highlights from Certified Angus Beef LLC

Chef School

A group of 14 chefs from high-end resorts and restaurants in Mexico attended a two-day educational tour sponsored by Cargill, ComNor and the *Certified Angus Beef*® (CAB®) brand. Attendees learned about the beef production system from ranch to packing plant to table.

The first stop was the Cargill Culinary Center in Wichita, Kan., where Certified Angus Beef LLC (CAB) president John Stika presented Meat Science 101. Key topics included muscle structure, tenderness,

juiciness, flavor, palatability and how the 10 brand specifications satisfy consumer tastes. Cargill staff taught merchandising methods for the ribeye, strip and top sirloin to show innovative ways to maximize menu and profit potential.

Next, the chefs went to Gardiner Angus Ranch in Ashland, Kan. There they learned about production systems from Greg Gardiner and had the opportunity to get up close and personal with live cattle.

On Day 2, they toured the Cargill Packing Plant in Dodge City, Kan., where they learned how carcasses are identified for the brand. They saw how “A” stamp carcasses are graded and sorted based on marketing strategies.

Pratt Feeders, a 40,000-head commercial feeding operation in south central Kansas, was the last stop. The Pratt yard has developed a good reputation for managing Angus-influenced market steers and heifers to hit the quality end point. The group discussed feedlot performance in terms of average daily gain (ADG), feed conversion and yield, in addition to excellent quality grades.

Participating chefs enjoyed this interactive opportunity. Not only did it educate and provide new options, but it was a chance for them to share ideas and learn more about CAB.

Making the connection

During the past 12 months, CAB staff has interviewed Angus producers in nearly every state — from 12-acre farms with a few cattle to 185,000-acre ranches with 1,000-cow herds; from first-generation start-ups to eight-generation family operations. Always, they discovered unyielding dedication and commitment to quality, and a passion to bring the very best product to the dinner table.

New marketing tools leverage ties to America’s Angus cattle ranchers and farm families. They tell the brand’s story from the beginning; built by producers for consumers. These stories and photos — Producer Profiles — can be used by retail and foodservice partners in advertisements, signs, banners and on the web.

Consumers often hear and may recognize that CAB is owned by 33,000 producer members of the American Angus Association. Now they can put a face with that number.

Bridges Angus Farm, a 900-acre operation near Lexington, Ga., has been producing registered Angus cattle for 65 years. In 2005, Alan Bridges and his brother, Phillip, bought the operation from their grandparents.

► The Bridges family: Phillip, Leigh Anne and daughter Callie.



CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588; phone: 330-345-2333; fax: 330-345-0808 • 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

SUPPLY DEVELOPMENT DIVISION

Kansas staff:

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

Gary Fike, beef cattle specialist
Laura Nelson, industry information specialist
Wendy Nichols, office and data manager
Lance Zimmerman, supply development marketing manager

Nebraska staff:

Paul Dykstra, beef cattle specialist
782 5th St., PO Box 856, Chappell, NE 69129
308-874-2203
Miranda Reiman, industry information specialist
75845 Rd. 417, Cozad, NE 69130; 308-784-2294

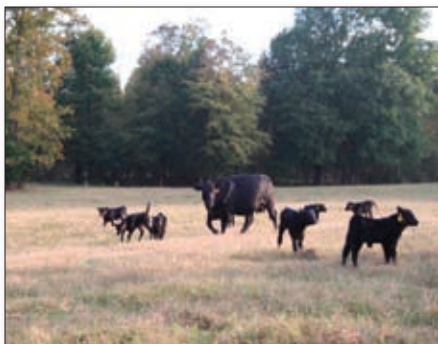
Ohio staff:

Mark McCully, assistant vice president; supply development director
Marilyn Conley, administrative assistant
INDUSTRY INFORMATION DIVISION
16360 Victory Rd., Onaga, KS 66521
phone: 785-889-4162
Steve Suther, director

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.

Georgia statistics

- ▶ 11,146 Angus cattle registered in 2008
- ▶ 390 active American Angus Association members
- ▶ 5 Historic Herds (more than 50 years maintained by the same family)



Today, the Bridges' maintain 350 cows in Georgia's gently rolling hills. They consider themselves grass farmers more than anything else, marketing a product in pounds of premium beef.

"We focus on producing a high-quality, consistent product so the consumer has an enjoyable eating experience and would want to enjoy it again," Alan says.

They are committed to cattle production because they're good at it. "It's what we grew up learning to do," he says. "I think I'd probably go crazy sitting behind a desk every day. Instead, I'm outside. It's a blessing to enjoy what the good Lord put here for us."

To meet other Angus producers around the country, visit www.certifiedangusbeef.com and click on the Angus Ranchers button in the lower right corner of the page.

Scholarship fundraising

Loyal supporters and committed fans of the Mick Colvin Scholarship Fund raised \$66,640 during the brand's annual conference, Sept. 17-19, in Phoenix, Ariz. An auction, golf tournament and sale of a unique "Integrity print" supported the fund.

Sysco Corp. purchased the 2010 golf sponsorship for \$32,000. Sysco Corp.



▶ Emily Tennant, winner of the \$3,500 Colvin Scholarship, thanked supporters for contributing to the fund.

represents all licensed Sysco Specialty Meat companies and operating companies. The purchase entitles the corporation to premier signage and publicity for the golf outing at next year's conference at the El Conquistador Resort in Puerto Rico.

"If I live for anything, it is the excitement in this industry that beef people can shake hands and their word is a contract," said Andy Malcolm, vice president of Sysco Corp. and chairman of Sysco Specialty Meat Cos.

"It's outstanding to be involved and support the scholarship program. Mick's word is better than a contract, and the *Certified Angus Beef* brand is run on those principles."

Sysco Specialty Meat Cos. purchased a signed and framed Integrity print. "Integrity is exactly what Louis 'Mick' Colvin is all about," Malcolm said. "Mick is a legend in the industry and a mentor to me."

The proceeds from this item directly support Colvin's recognition in the prestigious Saddle and Sirloin Gallery in November.

Other buyers at the live auction included: To-Le-Do Foodservice, Winnipeg, Manitoba; Advance Food Co., Enid, Okla.; and Newport Meat Co., Irvine, Calif.

Five Colvin scholarships were awarded in 2009. Emily Tennant of North Carolina State University, the \$3,500 scholarship recipient, attended the conference and thanked CAB partners for their continued support.

"As one of this year's Colvin scholars, I offer my sincere appreciation to all those who have contributed to the program — for all that it has provided and will continue to provide to future recipients; for their personal education and for continuing success in the beef industry," Tennant said.

Developed in 1999 when Louis M. "Mick" Colvin retired as CAB's executive director, the scholarship program recognizes his role in making dreams a reality and inspiring others to be their best. The next scholarship awards will be announced in January.

No stranger to quality Angus

Windmill Angus LLC of Haigler, Neb., owned the cattle that topped this month's 30.06 honor roll.

"They need no introduction when it comes to Angus genetics," said Dan Dorn of Decatur County Feed Yard, Oberlin, Kan., where the cattle were fed. "Windmill has been focused on quality and yield grade for a long time."

That dedication shows with 36 steers marketed in July. They went 69.44% CAB, plus 2.8% Prime. They also fit the 30.06 program's criteria of less than 6% yield grade (YG) 4s and 5s and overweight carcasses.

"Windmill covers all the profit drivers

New BPM guides stocker-backgrounders to quality

When it comes to beef quality, the stocker industry is sometimes considered oblivious, or driven only by pounds. But market dynamics have continued to build the case that quality matters to these entrepreneurs, and, of course, they matter in any discussion of beef quality.

That's why Certified Angus Beef LLC (CAB) recently published its *Best Practices Manual* (BPM) for stocker operators and backgrounders, a guide to targeting the *Certified Angus Beef*® brand.

"The stocker segment has historically been considered a low-cost, margin operator," says Mark McCully, CAB assistant vice president for supply. "The reality is they have a huge influence on end-product merit, and those best management practices need to be identified and kept in mind."

The BPM highlights strategies that guide stockers to maximize profit and quality. "It covers everything from genetics to cattle procurement, from health and nutritional management to marketing. All of these areas are critical to the bottom line as well as product quality," McCully says.

To order your free copy of the *Best Practices Manual* for stockers and backgrounders, e-mail Marilyn Conley at mconley@certifiedangusbeef.com or call 1-800-225-2333.

— by Laura Nelson, CAB industry information specialist

when they select their genetics," Dorn says. The steers had ADG of 3.88 pounds (lb.) and converted feed at 5.55 lb. per pound of gain.

Dorn says the feedyard started with the right kind of cattle, but then maximized the results through their sorting system.

"We focus on individual animal profitability," he says, noting that sorting helps them feed each animal to its "optimum potential."

"We aim for quality for a number of reasons," Dorn says. "Two that come to mind: It makes more money and it provides the industry's ultimate customer a better product."

Those results should encourage long-term, repeat customers of both the feedyard and the wider beef business.

Two natural groups achieved honorable mentions this month. Thomas County Feeders had a 79-head mixed group that went 62.03% CAB and Prime and Mull Farms & Feeding harvested 120 heifers with 50% CAB and Prime.

