



Brand News

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

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To order CAB merchandise, visit
<http://pos.certifiedangusbeef.com>. For a source for
recipe ideas, storage and handling tips, restaurant
listings, retail store locations and cooking
information, visit www.certifiedangusbeef.com.

A celebration in the sun

As fall breezes and crisp mornings began to make their presence known in most states, California welcomed Certified Angus Beef LLC (CAB) staff and partners to bask in some final rays of sunshine as the fiscal year came to a close.

Convened Sept. 18-20, in Palm Desert, Calif., CAB's Annual Conference was a time to recognize and reward hard work and effort from the past year. Nearly 600 industry leaders were in attendance.

Celebrating the brand's 35th year of business, conference attendees listened to presentations on current statistics and industry trends, marketing initiatives and future ambitions. Featured speaker and former astronaut Captain Mark Kelly and generational expert Cam Marston offered inspirational speeches after participants enjoyed activities such as the Mick Colvin Golf Classic and an opening Fire & Ice-themed reception.

Commercial and seedstock producers, as well as feedlots of varying capacities, were recognized for contributing to the supply of cattle that fit the largest beef brand.



► Participants enjoyed the Mick Colvin Golf Classic and an opening Fire & Ice-themed reception.



More than 100 brand partners, composed of international, foodservice and retail, were identified as a continued driving force for success.

"Once again, the Certified Angus Beef® (CAB®) brand has experienced a successful year through the dedication of our licensees at every level of

the production and merchandising chain," President John Stika noted. "Their efforts, joined by the commitment of our entire team, satisfy growing consumer demand for great-tasting beef."



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

As most of the events took place in or around the conference center, Los Angeles media feasted on a special dish prepared by “brand ambassador” Govind Armstrong at his Post & Beam restaurant.

The professional chef, who recently took part in CAB’s trade campaign photo shoot, served smoked culottes to the myriad of magazine writers, bloggers and columnists.

Those were assembled by Lou Hammond & Associates, a national public relations firm for the brand, which helped introduce it to a bigger share of a huge market, said CAB Marketing Director Mary McMillen.

The 2014 conference will follow the warm weather again to the Sunshine State’s Marco Island, Fla.

A GFS annual conference

An air of camaraderie mixed with anticipation at the fourth GFS Quebec and GFS Montreal Annual Conference Oct. 16 in the city of Quebec. More than 75 restaurants and retailers based there gathered in Trois-Rivières for a day of informational sessions from their CAB-licensed supplier. Annual awards recognized the area partners’ year of hard work and CAB sales growth.

The event was created to reflect the CAB Annual Conference, hosted for global brand partners every September. GFS Quebec and Montreal join forces to sponsor the province-wide gathering and celebrate a year of successes, spurring excitement for the year to come.

Nineteen awards recognized top restaurant chains, independents and retailers. Sales numbers reflect hard work and dedication across the board.

Some partners saw 200%-300% sales growth, thanks to creative-marketing initiatives, merchandising and consumer education.

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► Further-educating restaurant chefs and owners and retailers about progressive meat merchandising, Phil Bass, CAB corporate meat scientist, broke down the shoulder clod subprimal and showed lesser-known cuts like the *teres major*, flat iron and clod heart.

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 YouTube videos. The url (www ...) for each video is also provided for our print edition readers.



Tim Davis of Midwest MicroSystems LLC talks about the importance of tracking cow herd data with computerized programs such as Cow Sense. Here’s the clip: www.youtube.com/watch?v=PL_NB9tQMt0.



Clint Krehbiel, ruminant nutritionist at Oklahoma State University, talks about stocker strategies that encourage marbling development. Here’s the clip: www.youtube.com/watch?v=vPjGw9ihgTQ.



Sysco is one of the largest foodservice distribution companies. Take a look and listen to what their customers demand and why that matters to cattle producers. Here’s the clip: www.youtube.com/watch?v=Jb1U9l2McC0.



Troy and Stacy Hadrick are South Dakota ranchers and founders of Advocates for Agriculture. They talk about why it’s so important to connect to consumers and how their ranch management has been affected by those relationships. Here’s the clip: www.youtube.com/watch?v=qD-nofLUaE0.

Further-educating restaurant chefs and owners and retailers about progressive meat merchandising, Phil Bass, CAB corporate meat scientist, broke down the shoulder clod subprimal and showed lesser-known cuts like the *teres major*, flat iron and clod heart.

Excitement remains high for 2014's GFS conference, anticipating the announcement of which partner will earn a trip to 2015 CAB Chef Tour as a reward for the highest sales growth.

ComNor tours U.S. beef production

Retail partners in Mexico got a firsthand glimpse into the world of beef production

► From seedstock operation Stucky Angus to Pratt Feeders and a plant tour of Cargill, ComNor Store participants gained insight into the intricacies of using production and ultrasound data on the ranch all the way to the final product.



through an industry tour in Kansas Oct. 8-10.

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into the intricacies of using production and ultrasound data on the ranch all the way to the final product.

Danielle Foster, CAB meeting planner who attended the event she helped organize, says much is gained through the direct experience.

“Our international-focused educational events are high-impact,” she says.

“Participants walk away with a deeper passion for the brand they are selling or serving, and have a better understanding of all that went into that steak on a plate.”

GeneMax™ expands quality in Texas

Growing up on a family ranch near Aspermont, Texas, gave Roy Russell a background in management and a passion for the business.

Those helped him begin expanding



seven years ago to the 200-cow commercial herd the family owns today.

The next step is to make them better.

“We are trying to make the most money with as few cattle as possible,” Russell says.

“Technology helps me to create a more predictable herd.”

Last year, after hearing about the GeneMax™ genomics test from CAB, he knew it could help him expand profitability in a cost-effective way. The DNA-based test measures gain and grade potential of high-percentage Angus cattle using blood, hair or tissue samples.

“I’m trying to draw a straight line between bulls and calves to produce a quality product. That’s the ultimate goal,” Russell says, noting a target of 85% CAB and Prime. To keep that line straight, every cow must carry the genetics for quality, which is why he tested most of the cows last fall and began using the GMX Scores for culling and selection.

“There are just so many variables, and from this perspective it’s a great tool to help with decision-making,” the Texan says. “The more tools you have to use, the better your herd is going to be.”

For Russell, the biggest benefit could

Setting records

Statistics can be numbing, but not when they spell millions of dollars in added value to Angus producers. CAB fiscal 2013 data logged in a seventh consecutive record year, shrugging off drought and chronically slow growth in the overall economy.

Cattlemen worked with the smallest U.S. cow herd since 1952 to qualify 200,000 head more than last year for the brand. That represented three extra weeks of production or 66 million more pounds (lb.) going into CAB brand boxes. If all of those cattle were sold on value-based grids that pay more than \$40 per head, it could have meant \$8 million in premiums paid.

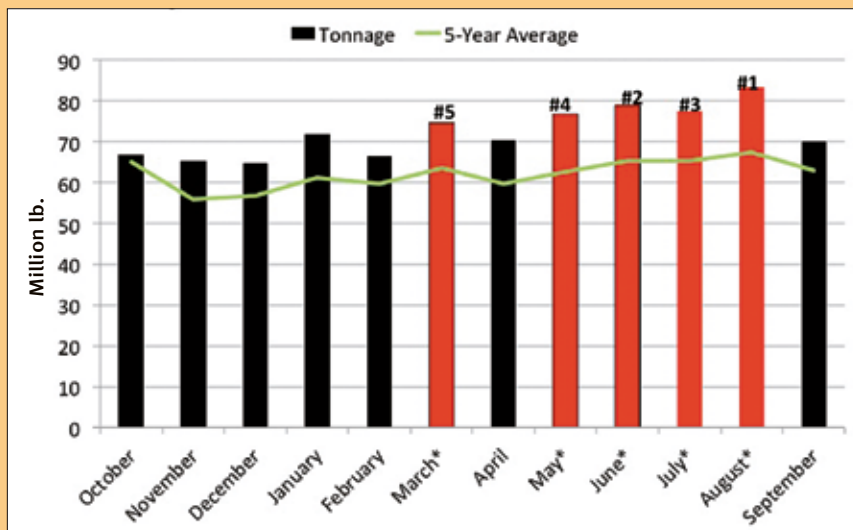
On the product side, CAB saw growth across all sectors. As consumer demand increased, 16,000 partners worldwide sold 865 million lb., surpassing last year’s 811 by 6.7%. Five months set records and August was the first to eclipse 80 million with 83 million lb. sold.

New research helps explain that success, showing up to 94% consumer recognition of the brand’s logo. Most equated that with the highest quality, for which they’re willing to pay more at both the retail and restaurant level.

“Dedication, integrity and passion from farm to table continue to add value to the Certified Angus Beef® brand and the businesses within our community,” said John Stika, CAB president. “Through 35 years of building brand equity with cattle ranchers, meat companies, chefs and retailers, we share a vision of bringing our best to the table every day.”

Fig. 1: Monthly sales success

Fiscal Year 2013 marked the first time each month recorded more than 60 million pounds sold. Fiscal data stretch across the X axis with tonnage on the Y axis, while a line shows the averages of five prior years.



*Represents all-time record sales month.

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be what the technology can do for the relationships he cares about. “You’re going to make more money for your next customer by providing more information,” he says. There’s another goal, too, closer to home: “I want to leave a legacy for my kids. That’s why I’m working to expand our ranch. We love the work and what we are doing.”

Good as Gold

Allan Sents has managed the family’s McPherson County Feeders (MCF) for 33 years, nearly half of those as a CAB partner. He and wife Deanna, along with feedlot manager Landon Shaw and the staff were recently recognized for achieving the Gold Level of 2,000 head enrolled and harvested with at least 30% CAB or Prime and no more than 6% outliers.

Gary Fike, beef cattle specialist for CAB, presented a trophy rifle in a hand-crafted walnut and glass case at an MCF customer-appreciation event in October.

The 9,000-head feedlot south of Marquette, Kan., was licensed in 1999 and set a benchmark of 16% CAB for its first four years, Fike noted. By 2005, MCF earned a Feedlot Partner of the Year Award, and repeated in 2010 after Shaw joined the company. A second news item in 2010 noted their Silver Level of 1,000 head in the CAB 30.06 Program.

“Commitment here has only grown stronger with time,” Fike said. During the last four years, data on 18,000 head shows an average of 34% CAB and Prime. The crowning mark is those 2,000 on-target, “30.06 cattle” built on since 1999, exceeded 46% CAB and Prime.

Only two other CAB feeding partners have achieved Gold Level, and those are Beller Feedlot and Chappell Feedlot, both in Nebraska. The 30.06 Program will reorganize this fall to start again with a 35% CAB requirement in a “Targeting the Brand Honor Roll.”



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

Local ranchers support brand

Farmers and ranchers across the country do their part to promote the industry and share the news of quality beef. The Atterholt family of Jeromesville, Ohio, recently participated in a county farm tour where they provided visitors with information about the CAB brand.



Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in September 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 ^a	Head	%CAB	%Prime	%YG1-2	AngusSource
Chappell Feedlot	S	28	35.71	0.00	53.57	No
McPherson County Feeders Inc.	S	70	34.78	0.00	55.71	No
Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	AngusSource
Chappell Feedlot	H	16 ^b	62.50	12.50	6.25	No
Pratt Feeders LLC	H	173	39.62	3.47	35.84	No
Chappell Feedlot	M	27	33.33	0.00	81.48	No
Loseke Feedyards	S	123 ^b	31.71	1.63	33.33	No
Chappell Feedlot	H	16 ^b	31.25	0.00	6.25	No

^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.