



Brand News

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

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NYC traffic stopper

When a man carries an entire loin of beef through a crowd, people stop and pay attention. That was exactly what happened when Certified Angus Beef LLC (CAB) meat scientist Phil Bass walked through the New York City Wine & Food Festival.

CAB partnered with retailer Shop Rite to provide a unique education for the festival attendees.

Bass, along with corporate chef Michael Ollier, took the CAB cooking stage by storm, teaching consumers how to break down a side of beef. Ollier used the fresh-cut beef to



prepare recipes and samples for the crowd.

“Michael and I shared with the crowd that we were representing CAB, a nonprofit organization devoted to increasing the demand for the cattle raised by our rancher stakeholders,” Bass says.

The brand created a memorable experience for the 3,000 “foodies” who walked through the tent. Thanks to the smell of cooking steaks, an appetite for quality beef knowledge was an easy sell. Bass and Ollier “brought an energetic magic” to the stage, says Mary McMillen, CAB marketing director.

All wrapped up

Retailer Schnucks rolled out 10 semi-truck and trailers wrapped as “traveling billboards” for the Certified Angus Beef® (CAB®) brand’s Taste the Difference™ campaign. The trucks were rolled out in late August and can be seen around the Saint Louis, Mo., area.



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

The event, Sept. 29 through Oct. 2, featured Food Network celebrity chefs from New York City restaurants and other national and international food companies.

Gordon Food Service meets

The International Foodservice Distributor Marketer of the Year, Gordon Food Service (GFS) Montreal and GFS Quebec hosted their own annual conference mid-October in Trois Rivieres, Quebec.

The conference allowed CAB a unique opportunity to further engage current and prospective partners across Quebec. In all, CAB gave 20 awards to top restaurants for greatest growth, marketing and sales volume.

Marketing and executive account manager Emily Agle says, "GFS continues to reinvent itself to grow CAB business and build awareness for the brand in the Canadian marketplace."

Canada is CAB's No. 1 international market, and GFS Canada is one of the brand's largest foodservice distributors internationally.

Colvin Scholarship adds graduate level

New for 2012, the Colvin Scholarship Fund introduces a graduate-level scholarship program. It will support higher education and graduate research that aims to advance high-quality beef production.



► Chefs and restaurateurs from Mexico enjoyed the final tour stop at Stucky Ranch near Kingman, Kan., with lessons about Angus cattle production from owner Gordon Stucky.

The \$5,000 scholarship will be awarded in March 2012 to a graduate student in any year of a recognized, full-time master's or doctoral program, who is conducting applied or basic research.

Past Colvin Scholarship winners are eligible for the graduate-level scholarship. Applications must be postmarked or received by Jan. 13, 2012. For more information, visit www.certifiedangusbeef.com/press/colvin/index.php.

'Gate to Plate' two-way education

Top Mexican foodservice distributor

Comercial Norteamericana (ComNor), recently hosted a beef industry tour in conjunction with Cargill and CAB in the Wichita, Kan., area. Corporate and executive chefs, restaurant owners and food and beverage directors from across Mexico attended.

"The idea behind this seminar is to provide an educational event to the major players in the foodservice industry in Mexico," says Ivette Cortes de Farias, CAB executive account manager for Mexico.

The participants toured a packing plant, including the new Cargill Innovation Center, as well as a CAB partner feedlot at Pratt (Kan.) Feeders. They finished up at Stucky Ranch near Kingman, Kan., with lessons about Angus cattle production from owner Gordon Stucky.

The tour has multiple benefits, says Cortes de Farias. It's educational for the producers, packers and feedlot operators, as well.

"Customers benefit by understanding every step involved in producing one box of CAB product," he explains, "while cattle producers also have the opportunity to better understand international markets like Mexico."

Hitting the target

When great cattle are managed for their full potential all the way to harvest, great things happen. In any monthly 30.06 "On Target" report, that could explain a lot about those in the upper berth (see Table 1). The September-reported data in this month's table shows the first from new CAB partner feedlot Shaw Feedyard Inc., Ashland, Kan. It's a strong debut, those four harvest groups ranging from 50% to nearly 65% CAB and Prime with at least 50% lean Yield Grade (YG) 1 or 2.

Manager Kendall Hopp says those 158 animals were part of the summer's harvest of 573 cattle enrolled with CAB that averaged 57.2% CAB. These steers came from Giles

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in September 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
Will Feed Inc.	S	34 ^b	79.41	0.00	23.53
Osborn Farms	M	24 ^b	70.83	12.50	75.00
Pratt Feeders LLC	S	24 ^b	58.33	0.00	54.17
Shaw Feedyard Inc.	S	62 ^b	53.23	11.29	58.06
Shaw Feedyard Inc.	S	10 ^b	50.00	0.00	80.00
Shaw Feedyard Inc.	S	50 ^b	46.00	2.00	56.00
Shaw Feedyard Inc.	S	36 ^b	44.44	0.00	50.00
Pratt Feeders LLC	M	34 ^b	35.29	2.94	61.76

Honorable mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2
Pratt Feeders LLC	S	20 ^b	65.00	5.00	20.0
Pratt Feeders LLC	H	106 ^b	57.55	9.43	29.2
Chappell Feedlot	M	21 ^b	57.14	0.00	19.0
Chappell Feedlot	S	17 ^b	41.18	5.88	29.4
Pratt Feeders LLC	S	108 ^b	35.19	0.00	35.2

^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.

Ranch near Bucklin, Kan., while another pen within that set came from Charlie Peterson, Protection, Kan. All use Gardiner Angus Ranch genetics, Hopp says.

“The cattle came in presorted,” he says. “But we still sort to harvest on target because they always grow apart during the feeding process.”

Hopp tells customers the feedyard is just one piece of a puzzle in producing high-quality beef: “The cow-calf producer is the most important piece, because they have

to make a quality product that we can do something with.”

Plains feeding partners

Commercial cattlemen who choose to feed can do so anywhere, but the CAB Feedlot Licensing Program (FLP) network identifies those who have pointedly committed to sharing data and working with ranchers to better hit the *Certified Angus Beef*[®] (CAB[®]) target profitably.

The FLP added two partner yards this

summer, both offering full-service age and source verification. Near Gage, Okla., the 8,000-head Panhandle Feeders managed by Cee Arnett specializes in coordinating all needs from backgrounding and grazing through finishing. Near Ashland, Kan., Shaw Feedyard Inc. is a family-owned, 7,500-head yard managed by Kendall Hopp with a focus on excellence for both cattle and customers from small to large.

