



Brand News

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

CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588;
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
Mark McCully, vice president, production

SUPPLY DEVELOPMENT DIVISION

Justin Sexten, director
Marilyn Conley, administrative assistant

Kara Lee, production brand manager
17309 Dakota Dr.,
Leavenworth, KS 66048

Paul Dykstra, beef cattle specialist
782 5th St., PO Box 856,
Chappell, NE 69129
308-874-2203

Larry Corah, retired, consulting

INDUSTRY INFORMATION DIVISION

Steve Suther, director
16360 Victory Rd., Onaga, KS 66521
785-889-4162

Miranda Reiman, assistant director
75845 Rd. 417, Cozad, NE 69130;
308-784-2294

Laura Conaway, producer communications specialist
PO Box 1073, DeLeon Springs, FL 32130
386-316-5138

Blogs:

Consumer-oriented: www.GoRare.com
Supply Development:
www.blackinkwithCAB.com

Twitter:

@BlackInkBasics
@CertAngusBeef



Find us on Facebook:

• BlackInkBasics
• CertifiedAngusBeef



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

CAB in 'The Old Pueblo'

Warm desert air and the stillness of an old western town set the tone for 623 brand partners who attended the 2016 Certified Angus Beef® (CAB®) Annual Conference Sept. 22-24 in Tucson, Ariz.

Together in one room, foodservice and retail from around the globe, CAB staff and cattle producers shared ideas, stories from the past year and goals for the one to come.

Director of Marketing Deanna Walenciak said the buzz in the air was palpable, due more to the camaraderie of those in attendance than the brand's achievement of more than a billion pounds sold.

"It was so much more than that," she said. "It was people sharing ideas with one another for success, others coming there to find ways to grow. I think the overriding energy came from the great relationships we all share."

This year's speakers, including retired Navy Captain Mike Abrashoff and author and meat historian Maureen Ogle, contributed to the overall experience.

"Many of the business owners who attend the conference are leaders in their companies, people on the management level, so they took home many ideas from Captain Abrashoff's session for working with their own teams," Walenciak said.

Among those who spoke were feedlot owners and 2015 CAB feedyard award winners, Shane and Shawn Tiffany, Tiffany Cattle Co., Herington, Kan.

"We started way outside of the industry, and the Tiffany brothers brought us back to our grassroots," Walenciak said. "We explored leadership growth and ended up back in the heart of what we do."

The brothers enjoyed the chance to step outside of their environment and connect with those who spend their days with consumers.

"It was just a great deal of fun to interact with the people who are ultimately selling our product, and I think they enjoyed it the other way around, as well," Shawn Tiffany said.

Not to mention the food was more extravagant than he's accustomed to at home.

"To see the way our products are showcased at their finest level, whether it's steak tartare or a bone marrow bread pudding or some other exceptionally neat eating experience, that was awesome," he said.



Planning for next year, Walenciak said, it's never about outdoing the year before, but making it the "best possible experience for where we are as a brand at that time, at that year."

"Food brings people together," she said. "Sometimes it comes down to just the basics, like selecting a beautiful location for good friends and business partners to gather around great food. Then all of a sudden it's a celebration."

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



Harris Ranch

Coalinga, Calif., beef staple Harris Ranch is the newest CAB-licensed processor. CAB Director of Packing Clint Walenciak says it's been positive to foster that relationship, providing opportunities for growth and greater value with two brands combining their strengths.

"From a producer standpoint, hopefully this will put Harris Ranch in a position to be more aggressive in pursuing the kinds of cattle that fit the program," Walenciak says of the system that buys, feeds, finishes and processes cattle in California. Much of their production was already in line with CAB, he adds.

"The highlight becomes the end user's return on this whole project," Walenciak says, noting the appeal is especially great at the foodservice level in the Golden State. "In particular, their abilities to now go talk with chefs, it creates a really appealing combination for them."

CONTINUED ON PAGE 84

Meanwhile at the ECC

Since its establishment in February 2012, the CAB Education & Culinary Center (ECC) has served as a unique gathering place. Partners in and outside of the beef industry are gaining insight into the brand and the quality beef that defines it.

From cattlemen to media guests and scientists to chefs, more than 335 groups have visited the Wooster, Ohio, venue from all parts of the world. This ECC column within "Brand News" will help keep producers current on recent events there.

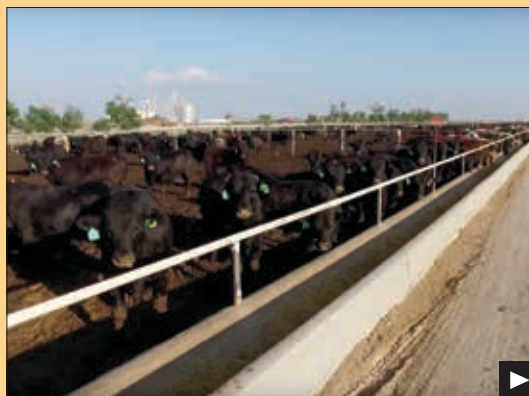
- ▶ MBA class 11.3, Oct. 3-7
- ▶ Leadership Wooster, Oct. 5
- ▶ Mooyah Burgers, Fries & Shakes, Oct. 10-11
- ▶ Fuji Super, Oct. 11
- ▶ Sysco Cleveland Customers Event, Oct. 17
- ▶ US Foods Tampa, Oct. 18-19
- ▶ Schweid & Sons, Oct. 18
- ▶ Buehler's Meat Managers, Oct. 20
- ▶ Holten Meat, Oct. 21
- ▶ Tri-County Educational Service Center Teacher Development Day, Oct. 21
- ▶ Chef summit, Oct. 24-26
- ▶ Sysco Training Summit, Oct. 26-28

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



Pete Anderson, research director for Midwest PMS, talks about the shift from steady to rapid change in the North American beef business. Here's the clip: <https://www.youtube.com/watch?v=h3zNUWdRnko>.



Joe Morgan and Grant Morgan of Poky Feeders in Kansas discuss how and why the feedyard has done well at building relationships and profitably supplying premium beef. Here's the clip: <https://www.youtube.com/watch?v=MxQBOKbReLY>.



Riverbend Ranch recently received CAB honors. Frank VanderSloot and Steve Harrison talk about the selection philosophy they stick to for their registered herd. Here's the clip: <https://youtu.be/8UEOjzAX7tU>.



Chip Ramsay, with the Rex Ranch in Nebraska, talks about lessons learned since adding a feedyard enterprise to their cattle business. Here's the clip: <https://youtu.be/4IJJ-3dPGWA>.

It pays to know in advance

There's no reason to guess about replacement heifers or feedlot steer prospects, says David Thompson of Creekside Veterinary Clinic, Mitchell, S.D.

For the last three years, he's helped commercial Angus clients collect samples for genomic tests that can better their herds.

"They take the results from the test and use it to figure out which heifers to keep," he says, noting that helps in making focused changes.

"Clients then feed all their home-raised calves and retain ownership," Thompson says. The carcass data from packers lets producers breed for marbling or any other complementary traits.

"GeneMax Advantage®, a two-part test, lets us see results from the cow side and calf side, or what the potential of that dam's calf could be," he says. "From the cow side, we get to look at docility, the size of the cow, how much she is going to cost for her lifetime. So they choose a more moderate-framed, more efficient cow."



Similarly, they can select heifers that will produce calves with "the most marbling, the most tenderness — or if they like the heifer and she doesn't have those traits, breeding decisions can be made to get that into the calf," Thompson says.

Among several alternatives for collecting samples to test, Thompson and his clients use an ear notch and the occasional hair follicle sample.

"Typically, producers will do it at vaccination time so that they can figure out what to breed to that first round," he says. Clients get the test on heifers that will be artificially inseminated (AIed).

"We get a lot of good information, and

with the market being a little softer, it's an important tool to make your herd more efficient," Thompson says.

Ohio FFA chapter feeds farmers

Smithville, Ohio, FFA found ways to help busy soybean farmers with lunch during harvest, with a little help from CAB and the Smithville Town & Country Co-op.

At last summer's retreat, the FFA officers set goals to conduct a community service project every nine weeks, said chapter advisor Amanda Atterholt.

"This nine weeks they decided that they were going to do something in the local community for the farmers."

That took the form of meals for those bringing in the grain.

"We gave them a free meal; we didn't accept donations. It was a surprise for them since they aren't taking breaks for lunch or dinner. We gave them a frankfurter donated by CAB, chips and an apple. The officers made cookies and gave them a bottle of water donated by a local financial firm," Atterholt said.

Her family raises Angus cattle 30 miles from CAB's headquarters and has developed a relationship with the brand.

"They have opened their gates to countless media guests, including being the farm host when Andrew Zimmern with *Bizarre Foods* visited the Education & Culinary Center a couple of summers ago," said Deanna Walenciak, CAB marketing director. "They hosted more than 75 guests for a one-day Giant Eagle grocery store training and are always willing to share

Winter Promotion
YOU'RE INVITED
Customizable

You're INVITED
Fresh german-style brats with the Certified Angus Beef® brand.

You're INVITED
Fresh german-style brats with the Certified Angus Beef® brand.

Flyer/Poster/Ironman

You're INVITED
Look down your list and welcome

Web Banner

#findsocialmediacontent? We've got help! Customized social media content available by request.

► In the spirit of holiday gift giving, CAB designers created a 2016 winter toolbox for retailers and foodservice teams interested in marketing CAB seasonal cuts. Customized graphics and new photography pair together to welcome consumers to experience a delicious dish.

their story and passion when we call and ask."

The FFA chapter gave out 100 meals one Monday, and the co-op stayed open two hours later to help them reach more people.

"It was really neat for the kids to be able to meet face to face with people in agriculture within our own community," Atterholt said.

