



Brand News

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

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For recipe ideas, storage and handling tips,
restaurant listings, retail store locations
and cooking information, visit
www.certifiedangusbeef.com.

Happy anniversary, CAB!



The date was Oct. 18, 1978.

Leaders from the American Angus Association gathered at a Columbus, Ohio, grocery store to see a consumer purchase the first pound of *Certified Angus Beef*® (CAB®) brand product. Now in its 40th year, the world's largest beef brand is sold in 50 countries.

That date marks a significant milestone in the CAB mission, President John Stika says, as it links cattle raised on family Angus ranches with consumers who demand great-tasting beef.

"As we reflect back on the pride of those cattlemen in bringing the first pound to market," he says, "it's easy to see that same pride enduring today among our brand partners."

They number more than 19,000 foodservice and retail companies supporting the brand, alongside the cattlemen and women who supply it.

Renew your approach, Stika urges. Refresh for the year to come.

"Our team is motivated to provide unparalleled services and resources to elevate your success, and we thank you for the excellence you bring to this brand and your markets."

Expanded e-learning

It's never too late to go to school, and CAB has made it easier than ever with its fall launch of Certified Angus Beef University.

The online training platform now geared for licensed foodservice sales incorporates interactive techniques that bring the brand to life in the comfort of an office or home.

"This isn't designed to displace those in-person experiences or the knowledge that we can build upon when you join us in Wooster or on a farm or ranch," Danielle

Matter says. In fact, CAB's senior education and events manager says her team anticipates CAB Master of Brand Advantages graduates taking part.

"We've learned there's a major craving for training," she says. While this system provides an engaging opportunity that is easy to access for the broader masses, "it's a great refresher course for anyone who's spent time with our brand."

Users don't just take in information; they react to it and make decisions, all designed for increased retention.



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

Meanwhile at the Culinary Center

Since its establishment in February 2012, the CAB Culinary Center 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, hundreds of groups have visited the Wooster, Ohio, venue from all parts of the world. This Culinary Center column within “Brand News” helps keep producers current on recent events there.

- ▶ Master of Brand Advantages Class 13.3, Oct. 2-6
- ▶ Black Angus Steakhouse, Oct. 17
- ▶ GENEX Large Herd Summit, Oct. 18-20
- ▶ Chef Summit, Oct. 23-25
- ▶ Sysco Training Summit, Oct. 25-27
- ▶ US Foods Customer Event, Oct. 30-Nov. 1

A lack of a time restriction allows for unlimited access.

“The beautiful nature of the platform is that people can come back and look at it again, access it at a later time when a message may be more applicable,” Matter says.

Current modules include:

1. The Power of Our Story
2. Recommend the Brand
3. Overcome Objections
4. Consult with Customers
5. Take the Sales Challenge

Accessible via computers, tablets and smartphones, material can be updated quickly because it’s all online.

While the brand doors are always open, “You don’t have to send them to Wooster, Ohio,” Matter says. “You can just send them this link where the training is rich and deep and can give them the tools they need to talk with their accounts.”

Future plans will look into utilizing the same technology for brand partners in retail and production.

Quality beef in Chicago

It’s known for its steak houses. It’s known for its stockyards. Rooted in Angus history, the Windy City has new pages to fill.

Purely Meat Co., owned and run by Maribel Moreno-Musillami is the newest independent meat company to partner with the CAB brand. For 80 years, her family has brought the highest level of attention and quality to its customers through hand-cutting craftsmanship and old-world butchery.

“It’s exciting because it opens up the

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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. Visit [www.cabpartners.com](#) or [www.angus.org](#) for more information.



Doug and Sharon Stevenson’s Basin Angus Ranch recently received the *Certified Angus Beef*® (CAB®) brand’s Seedstock Commitment to Excellence award. Here’s a look at their breeding philosophy: <https://www.youtube.com/watch?v=dGFI0hmeCNS>.



Ed Greiman, partner in Greiman Brothers near Garner, Iowa, draws on his work as chair of the National Cattlemen’s Beef Association Cattle Marketing Committee to address the importance of price discovery. Here’s the clip: <https://www.youtube.com/watch?v=MWVmQ4qmp8k>.



Moore Cattle Co., Charleston, Ark., won the 2017 CAB Commercial Commitment to Excellence Award for an endless pursuit of quality that rewards them year after year. Here’s the clip: <https://www.youtube.com/watch?v=bhtbvVAREsk>.



Lex Bush, of Bush and Sons Land & Cattle near Dighton, Kan., explains why his target is set on raising cattle for *Certified Angus Beef*® Prime cattle. Here’s the clip: https://www.youtube.com/watch?v=WlJA_p-NFNI.

brand to a whole new level of high-end restaurants,” says Dana Bean, CAB director of independent meat specialty.

Purely Meat leaves a large footprint for a small company with its sales team of 10.



“We wanted to reestablish our relationships with these independent meat companies who helped us get off the ground in the early '80s,” Bean says.

CAB has done that, highlighting the strengths these family-owned businesses bring to the table.

“Their targets are the high-end folks, the white-tablecloth steak houses that the city represents,” Bean says. “They’ve positioned themselves to be the premium meat distributor in the market.”

Located in the heart of Chicago, Purely Meat offers product to restaurants in Ohio and Indiana cities, as well. In fact, Prime Cincinnati Restaurant just came on board to source CAB brand Prime for its customers.

New hire in packing

Ensuring quality — that’s been a CAB brand goal since the beginning. The same objective drives its packing division and newest employee, Carson Rogers.

As CAB’s brand production and quality specialist since October, Rogers’ role finds him in packing plants and production facilities, but also in foodservice and retail settings, always helping partners look for ways to improve.

Director of Packing Clint Walenciak says monitoring systems on the front end helps ensure beef marketers have as good of an experience with the brand as they have come to expect.

Rogers, a self-described “small-town kid from the Texas Panhandle,” has worked hand in hand with producers and feedyards, as

well as in processing plants. Now at CAB, he’s “honored and privileged to help ensure that the producers who have striven for quality



From Manhattan to Moscow

Brad Farmerie, chef and owner of New York City’s Saxon + Parole, visited the Culinary Center in August. It just so happens that the sister restaurant in Moscow sources product through Miratorg, the only licensed CAB packing plant in Russia. Chef Tony Biggs and Farmerie met at the Moscow restaurant in October.

in their operations will continue to reap the benefits down the line.”

The Canyon, Texas, native holds a bachelor’s degree in animal science from West Texas A&M University, where he was involved in meat research and carcass fabrication. Prior to his role at CAB, Rogers interned for the U.S. Meat Export Federation in the Caribbean’s Grand Cayman, working in a retail meat department, and has experience in charcuterie.

“In addition to the core responsibilities of this role, Carson’s meat knowledge makes him a great resource to help with groups visiting the Culinary Center,” Walenciak says.

Hamburger Hop

Sysco Chicago, one of CAB’s largest distributors, sponsored the 8th annual Hamburger Hop where contestants used CAB brand grinds exclusively.

The Chicago event drew 15 high-profile chefs from 14 restaurants to compete and impress a panel of judges and guests for the coveted Judges’ and People’s Choice awards.

Nicole Steiner, CAB brand manager, said their exposure to the brand was important, and CAB followed up a week later by sending each contestant a gift basket.

“With these types of potential accounts, it’s not as much about tonnage as it is placement and branding,” she says.

While three of the 14 restaurants were already purchasing product, there’s room to expand the brand’s presence in that growing market.

Next steps include plans for some of the

chefs to visit the CAB Culinary Center and continue the conversation about quality beef.



Editor’s Note: Laura Conaway is a producer communications specialist for Certified Angus Beef LLC.

BeefTisserie

If the name doesn’t draw shoppers to it, the aroma certainly will.

BeefTisserie is the newest concept to come from the value-added products line as the brand raises its profile to compete in an ever-changing market.

Erin Lucci, CAB assistant director of product and marketing service strategy, says the bottom line is “we want a beef item to play in the same arena as the rotisserie chicken.”

Utilizing CAB brand bottom sirloin roast, deli departments will cook and provide the cut to shoppers looking for a quick meal. Consumers desire convenience, and this gives them taste along with it.

Golden West Food Group is the processor.

