



Brand News

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

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



Subprimal spectacular

If you've ever stood at a meatcase and declared, "I wish there were more," Tulsa, Okla., was the place to be last October. That's the base for 18-store retail chain Reasor's, a Certified Angus Beef® (CAB®) brand partner known for hosting spring and fall meat sales that keep townspeople abuzz.

"People sort of plan around this," says Bryan Schaaf, Certified Angus Beef LLC (CAB) media and communications manager. "They offer this because people want it. Stores are just jamming the three days that they have it."

Having seen the cooler, he remarks, "It's a mountain of meat. It's insane."

The three-day event lets customers buy, for instance, an entire strip loin, rib or part of the chuck at a discounted rate. For those interested in having their purchased product further processed, Reasor's butchers were on site, standing by to cut and wrap.

"When you're thinking of subprimals, most of the time the only way people have access to that is if they purchase freezer beef," Schaaf says. "This is an opportunity for a huge number of people to get in and have access to CAB and know exactly how it's graded."

Even past the CAB stamp, shoppers left with heavier pockets and happier bank accounts as bulk savings reached up to 35%, depending on the subprimal. CAB staffers

were on hand to help with in-store cutting and answer any questions a customer may have in the buying process.

Reasor's, which features only the brand, including its Prime extension, also hosted CAB Chef Ashley Pado, who performed a cooking demonstration in addition to TV and radio interviews earlier in the week.

"A lot of people were already planning on coming out for this. We were just trying to drive that many more people out to make them aware that the event was going on," Schaaf says. "If you're a carnivore, it made a lot of sense to take advantage of it."



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

Maternal and marbling

A series on CAB's "Black Ink Blog" (www.blackinkwithCAB.com) in October called "Fall Back on Functional Females" made use of comments from three commercial Angus ranchers featured in the *Angus Journal* in recent years.

The fallacy still overheard from time to time is that "too much selection for marbling will wreck your cow herd," but with a 2014 white paper (www.cabpartners.com/articles/news/2681/GEN_MaternalWP_NR_shorter.pdf) again debunking that notion, this was an opportunity to share comments from producers.



► Joe and Brenda Anderjaska

Take, for instance, Joe Anderjaska of Hayes Center, Neb., who declined to sell off his life's work represented in Angus cows and simply buy other heifers after the drought.

"I've got a lot of years of history and genetics that I'm not going to just haul to the sale barn and get rid of," he said. He was already selling replacements to others for more than steer price, and the latter routinely made 100% Choice with more than half qualifying for CAB.

Fellow Nebraskan Harold Johnson and South Dakotan Dan Marrs were also featured by noting facts from their feature stories showing an aim for balanced excellence works well for everyone building a herd to do it all.

To see what others had to say about the topic, check out <http://cab.info/1ec>.

Touted in Taiwan

A recent trip to Asia provided members of CAB's international team a chance to visit with longtime distribution partner Shuh Sen Co. Ltd.

Ranked No. 6 in global markets for the brand, Taiwan is home to the Taipai company responsible for growing sales and, just as importantly, brand recognition in the Taiwanese market for the last 20 years.

Taking part in the 2014 Food Taipei, Shuh Sen (also the owner of 200 restaurants) participated in the food exhibition by featuring retail outlet Rose Kitchen in addition

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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 ...](http://www...)) for each video is also provided for our print edition readers.



Randy Blach, CEO of CattleFax, addresses beef industry trends, including demand for high-quality beef, as producers look for direction as they rebuild. Here's the clip: <https://www.youtube.com/watch?v=wVQjkeunbNg>



Stocker Greg Brown, Helena, Mont., and Daryl Tatum, Colorado State University animal science professor, discuss the importance of taste and how it begins with the selection of good genetics in the herd. Here's the clip: <https://www.youtube.com/watch?v=xxN3NSappQ8>



NSU Associate Professor Kim Vonnahme leads research on nutritional impacts on fetal and placental growth. She discusses fetal programming, cow nutrition and the long-term effects of proper nutrition during gestation. Here's the clip: <https://www.youtube.com/watch?v=u9vxgQKxhGI>



Dee Johnson ranches near Edgerton, Wyo., with his wife, Gaye. He talks about building the ranch up from desolate to productive and taking the leap to retained ownership on calves in 2009. Here's the clip: https://www.youtube.com/watch?v=s_tl-CkmlGE

Behind the beef

One of the fortunate parts of a company that is in all segments — from product creation to consumption — is the opportunity to know so many unique people, all with specific roles in the quality-beef industry. Behind the scenes, these are the folks who help bring the best beef to consumers. Going beyond a job description, they are on fire about the work they do.



Meet Jesse Stucky

Dreams need a little help, sometimes. You can have it all — the idea, willpower and determination — but occasionally what you need is an extra set of hands. It's a bonus if those hands share the same dream.

Enter Gordon and Jesse Stucky. If you're up-to-date with Angus news, you're likely to recognize the former's name. November 2013 saw Gordon elected Association president and chairman of the Board for a year. To many that meant a year of education, a time of guidance and leadership from a man with a passion to further the Angus breed.

To Jesse, it meant something a bit different.

It had always just been the two of them, father and son, teacher and student, co-workers, friends. With the elected position came the acceptance that, at times, his would be the only hands available. Responsibilities would be heightened, pressures intensified. Jesse was ready.

The Stuckys updated equipment, and Jesse purchased two new horses (which he credits as the most help); but, ultimately, the son filled his father's shoes.

Visit their Kingman, Kan., ranch and you're likely to find Jesse horseback, checking pens, riding through pastures, feeding cattle. He could do it in his sleep, but there's no way he's missing the real thing. The sunrises, sunsets, there's nothing like them, especially when paired with the knowledge that he's carrying on a dream that began generations before his time on the Kansas land.

"The closeness and connection to nature is what I enjoy the most," he says.

At 33, the young man is hard-pressed to imagine a life any different. Sure, there were thoughts of another career. College entertained the possibility of life as an emergency medical technician (EMT), but the ranch seemed to always have a way of beckoning him home.

"Look more at the big picture," he says. "When it's 20 degrees outside and you've got a foot of snow on the ground and you're working overtime just trying to get everything fed, it's easy to just want to throw up your hands and say, 'I don't want to do this, I can't do this anymore,' but you have to look at the big picture."

"There's weeks like this week where it's beautiful fall weather and you get to spend three-fourths of your day on horseback gathering cows. Then there's no amount of money in the world that could buy that from you."

An unsung hero of sorts, it's Jesse, perhaps, who supported his dad's role more than anyone else. Albeit from afar, his stepping up allowed his father to step out and teach.

To read more about Jesse and others dedicated to the beef industry, check out <http://cab.info/1jf>.

to cooking demonstrations and chef discussions.

Showcasing the largest booth, attendees were treated to CAB chuck eye rolls every two hours. Short ribs, ribeye (the largest-volume item), strip loin and tenderloin were also on display.

"What's very key, whether we're talking domestically or worldwide, is that we select the very best distributors in those markets," says Geof Bednar, CAB international director, of the decision to partner with Shuh Sen. "It's a combination of those that focus on quality, as well as have the infrastructure and knowledge to import U.S. beef. Not only are they our largest distributor there, they are also the largest importer of U.S. beef in Taiwan, period."

Bednar and his team can't "be there" in every international market, so it's crucial that the brand's quality message and integrity remain intact. The selection of solid partners is the first step.

"From a distance standpoint, we have to try to identify distributors that are going to take the brand not only as a product, but as part of their own personal offering," he says. "It's taking more ownership of presenting the brand correctly — not only selling it, but positioning it to be an extension of ourselves in brand integrity, brand assurance."



Editor's Note: *Laura Conaway is producer communications specialist for CAB.*

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 175 groups have visited the Wooster, Ohio, venue from all parts of the world. This ECC segment within the "Brand News" column helps keep producers current on recent events there.

- ▶ Giant Eagle Market District, Nov. 4
- ▶ Royal Host Japan, Nov. 7
- ▶ FPL Foods, Nov. 11
- ▶ GFS — Canada, Nov. 12-13
- ▶ Hospitality Restaurants with Brand Ambassador Chef Shaun Cline, Nov. 17
- ▶ Celebrity Chef Kent Rollins, Nov. 19