



Brand News

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

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



A CAB logo for breeders

Looking to identify the bulls in your sale most likely to help customers hit the *Certified Angus Beef*® (CAB®) brand target? There's a logo created just for that. *Targeting the Brand* is an iconic way for breeders to guide bull customers to genetics that feature expected progeny differences (EPDs) in line with CAB recommendations. For more information, go to www.cabpartners.com or visit with your Angus Media representative.

A judge of barbecue

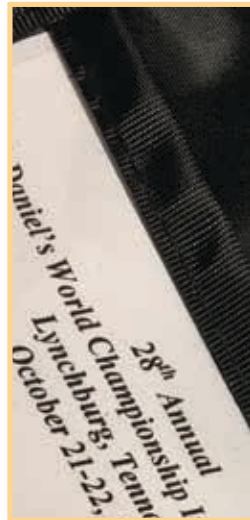
The 28th Annual Jack Daniel's World Championship Invitational Barbecue Cook-off last fall in Lynchburg, Tenn., saw Chef Michael Ollier at the helm. The Certified Angus Beef LLC (CAB) senior corporate chef was a guest judge.

The opportunity for Ollier came about after CAB's participation in a media event with area retail partner Food City last summer. A colleague then asked the chef to be a judge at "The Jack."

"It was quite an honor," Ollier said. "It's the most prestigious of barbecue events in our country, probably in the world. I was heavily involved in judging the invitational, which means that these teams are invited to be there, or they have won their state. To be at The Jack is really prestigious."

Ollier wanted to get CAB involved, find the right fit and continue a dialogue with participants.

"The judging is all a blind test. A cooker submits their product within a window of time at an entry window," he said. "It's all in the exact same white Styrofoam container for each competitor, with the idea of no one



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

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 325 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.

- ▶ Springfield Restaurant Group, Nov. 2-3
- ▶ Maggie McFly's, Nov. 15
- ▶ Sysco Connecticut, Nov. 15
- ▶ International Master of Brand Advantages, Nov. 16-19
- ▶ Value-added Leader Summit, Nov. 30-Dec. 1



having their box marked in any way to show who it is.”

The competition continued:

“Each box has a number assigned to it immediately so that it can be tracked,” Ollier added. “No judge knows what product goes with what competitor.”

The chef judged seven categories in a three-hour window.

“You get six or seven samples,” he said, “which is over 40 bites you end up tasting!”

Diving into the barbecue side of the protein world like this positions CAB to communicate its product attributes and expand its influence, Ollier said.

“There are so many sectors of barbecue, and I think our brand aligns well with the community,” he said.

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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.



Abbie Nelson and son, Ryan, Five Star Land & Livestock, Wilton, Calif., share their perspective on being transparent while learning from the consumer. Here's the clip: https://www.youtube.com/watch?v=_ZTGWIGDB_c.



Ty Lawrence, West Texas A&M University animal scientist, talks about the dated nature of beef's yield grade equation. Here's the clip: <https://www.youtube.com/watch?v=VqUYEcBYJ-k>.



Mark Allan, Trans Ova Genetics, director of genetic technology, discusses the opportunity for producers to improve all-around genetics through new technologies. Here's the clip: <https://www.youtube.com/watch?v=wSOMM7YShvs>.



Shawn and Jen Christensen's Springvale Ranch in Montana recently received national honors for their focus on quality. Shawn shares how he got interested in carcass quality and how he continues to make improvements. Here's the clip: <https://www.youtube.com/watch?v=BTM49jMovLU>.

CAB staff recognized

For the November issue, *The National Provisioner* showcased its 125th anniversary with a focus on icons who played a large role in the meat and poultry industry in the last 25 years, and those likely to have an impact in the years to come.

Included on the list of Future Icons are CAB President John Stika and Phil “Dr. Phil” Bass, CAB meat scientist. *The Provisioner’s* editorial board nominated candidates with a final list chosen by the editors.



Phil “Dr. Phil” Bass

“I come in every day and try to promote animal agriculture,” Bass says. “That helps with the messaging that I have and the communications that I have outside the office. I’m definitely here for *Certified Angus Beef*, but it’s more than that. I am here for the

whole beef community.”

November’s issue included a story on both CAB leaders.

“It is definitely very humbling to be what *The Provisioner* sees as a future icon,” Bass says. “It sounds to me like a lot of responsibility, so hopefully I can live up to the expectations.”

He plans to continue to tell the story of animal agriculture and its importance to the world.

“Honestly, I’m just going to keep doing what I do,” he says. “I think that’s how I got to where I am. I’m hyperfocused on growing animal agriculture and honored to be selected.”

Bass says he hopes the awards will bring more recognition to the CAB brand itself, beyond the beef it markets.



CAB President John Stika

Chilean partner covers it

The nation of Chile stretches from the northern tropics to near Antarctica, its vast landscape dotted with mountain ranges — and now a CAB distributor.

ICB S.A. Food Service was officially launched as a brand partner with a VIP event that hosted more than 60 dignitaries and restaurant and hotel customers.

“It was a great, great week of building momentum for the brand,” said Ivette Cortes de Farias, CAB executive account manager for that region.

How can the Ohio-based branded beef

company choose a company that’s a good fit so far from its base?

International Director Geof Bednar said it all begins with identifying the best partners worldwide.

“It starts with those that have a true passion for food, and specifically that desire to focus on high quality,” he said. “We spend time in markets such as Chile looking to find who has those qualities, along with the infrastructure to serve the population.”

The latter is particularly important, given the geographic challenges.

“Our licensed partner ICB is one of the

few that is vested and continues to invest in its people and distribution facilities throughout Chile,” Bednar said. “The coastline and mountain ranges present a unique challenge, but ICB truly has the distribution.”

The partnership opens new doors for CAB, and Bednar looks forward to developing brand loyalty in an important market.

“This is a family-owned company with a lot of passion and enthusiasm,” he said. “They are good people.”



► Interviews, panels, pictures and more! This year’s Angus Convention brought together plenty of friendly faces, as well as an opportunity to make new contacts. Chef Ashley serves as a great role model for this young beef consumer, who is also an aspiring chef.