



Brand News

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

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recipe ideas, storage and handling tips, restaurant
listings, retail store locations and cooking
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CAB goes bizarre

To the quaint town of Wooster, Ohio, Hollywood came knocking. Home to the *Certified Angus Beef*® (CAB®) brand headquarters and Education & Culinary Center, the latter served as a filming destination for renowned TV host Andrew Zimmern of *Bizarre Foods America*.

The chef, food writer and TV personality spent an August afternoon with Certified Angus Beef LLC's (CAB's) Corporate Meat Scientist Phil Bass, as well as members of the culinary team, discussing the brand and unique ways to consume delicious beef.

For a premium beef brand, recognized for high quality and exquisite flavor, one may pose the question, "What's so bizarre about it?" To fit in with the theme of Zimmern's show, Bass

chose not to focus on an odd product but, instead, on unique methods of preparation.

"We talked about what may interest an audience," Bass said. "He (Zimmern) wants to showcase awesome things that are right here in the states. So we didn't talk about anything crazy or off the wall, just something different to broaden viewers' horizons and perhaps enhance someone's eating experience."

Pulling out all stops, the meat scientist introduced Zimmern to the process of dry aging and how it differs from the more common wet-aging method.

Dry aging, "a new recurrence in the beef industry," according to Bass, is an older method that removes moisture and concentrates flavor. In the 1970s, the industry took a turn toward wet aging, the technique used in most grocery stores today.

"Dry aging is something that our grandparents experienced on a regular basis," Bass says. "It's nothing new, just different. It



► Of course, most preparations were made long before shooting the episode of *Bizarre Foods America* at Certified Angus Beef LLC. Here are some of the preparations the day of the shoot.



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

really comes down to personal preference.”

The quality that exists in lesser-known steaks, such as the Denver cut, was also a focus of the show.

Preparation for filming began months in advance and CAB folks started the dry-aging process 60 days before. When it came time to shoot, for Bass, “it was just another day in the office.” Discussion was candid, energetic and positive.

Aware of Zimmern’s online following, CAB was active with social-media engagement prior to and during the episode’s airing. In addition to tweets and steak-package giveaways for answers to questions such as “What’s the most bizarre thing you’ve ever eaten,” a live viewing party took place Dec. 2 at one of the brand’s Cleveland partner restaurants.

Witnessing an immediate increase in online interest about the brand, CAB Director of Marketing Mary McMillen says, “We could tell it was a success right out of the chute.”

The episode featured northeastern Ohio cuisine and agriculture, with video footage from a local Angus producer. Travel Channel reruns will continue to air and promote the brand and its valued partners.

Technology and beyond

On one hand, the CAB brand never changes. The specifications that were implemented 35 years ago are as effective today as when the first carcass was evaluated. On the other hand, a lot has changed. For instance, information that once required pen in hand to paper can now be stored in electronic databases and used to track trends and run data analysis.

Change can be good sometimes.

Aware of the increased use of technology for online communication, CAB has focused efforts on the brand’s mobile presence for partners and consumers alike.

Designed to assist foodservice distributors visiting with restaurant accounts, a new mobile application increases the amount of brand information available on the go.

“The app holds sales talking points, the Angus-rancher story, portion and menu calculators and much more, readily at the fingertips of those selling the brand,” says Emily Krueger, CAB marketing and public relations manager.

Additionally, the “technologically savvy” visiting CAB’s website are in for a pleasant surprise as the popular page is now more responsive and interactive. Each page now formats according to the technological device through which the site is accessed. No matter if the page is viewed from a tablet, smartphone, laptop, desktop or other device, users have an optimal viewing experience with easy navigation throughout the site.

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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.



Gary Darnall, owner of the family-operated, award-winning Darnall Feedlot near Harrisburg, Neb., talks about working with his ranching customers to meet consumer demand. Here’s the clip: www.youtube.com/watch?v=nHCyn9ePrWg.



Kuner Feedlot, one of 12 in the JBS Five Rivers group, averages more than 100 tours per year. General Manager Nolan Stone talks about why they open their facility. Here’s the clip: www.youtube.com/watch?v=rheI05C5Pss.



It often seems like a debate between crossbreeding and straightbreeding, but this segment shows experts on all sides of the discussion can agree on one thing. See what Bryce Schumann, Dave Nichols and Mark Gardiner have to say on the issue of cattle breeding systems. Here’s the clip: www.youtube.com/watch?v=GVv2KmhN8I4.



Market analyst Dan Basse talks about the reversal in profit potential among grain and cattle producers and what that means in the next few years. Here’s the clip: www.youtube.com/watch?v=syqqkIIL_8s.



Love at first bite

Most readers can agree that one of the worst things to come across is a good piece of writing that is just too short. If you enjoy what you are reading, you generally don't want it to end. When said reading involves food and pictures of it, that's usually a done deal.

Keeping with the same tradition of the *12 Roasts of Christmas* blog series, and satisfying reader's desire for more, CAB staff bloggers and PR team members are back at it again — blogging about food, that is.

The most recent series, *Love at First Bite*, will feature favorite CAB brand cuts in recipes ideal for romantic dinners at home, as well as from some favorite steak houses around the country. Leading up to Valentine's Day, CAB's Social Media Manager Jennifer Kiko says the series "will support our licensed retailers and restaurants by providing beef lovers with options for both fine dining and home cooking."

For previous posts, team members prepared recipes in their home kitchens and photographed the entire process to share with readers, including leftover suggestions and personal insight.

"It's just an all-around fun process for the bloggers," Kiko says. "We were looking for a way to intrigue new audiences, as well as our loyal fans, by providing useful information. Our goal was to show how simple it is to prepare memorable beef dishes for special occasions."

Be sure to check out www.gorare.com for all past and present blogs in the series.

Royal hospitality

Japanese foodservice brand partner Royal Host worked to support reconstruction efforts in Yamamoto, Miyagi Prefecture, located on the country's east coast. It was one of the areas hardest hit by the 2011 earthquake and tsunami that rocked much of

Japan's coast, with none of its homes spared from damage.

One way the large restaurant chain helped was by feeding Yamamoto residents their premium, Western-influenced cuisine, including the CAB brand. Since the disaster, Royal Host company staff members have made more than five visits to the region.

Royal Host is the largest restaurant chain carrying the brand in all of Asia, and the restaurant's team travelled across the world to visit the CAB Education & Culinary Center in Wooster, Ohio, in January 2014. During their stay, they learned the science behind top-quality Angus beef and discussed potential promotional opportunities in their market.

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in November 2013

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®) brand 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	AngusSource
Gregory Feedlots Inc.	H	12 ^b	41.67	0.00	91.67	Yes
Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	AngusSource
Keeling Cattle Feeders Inc.	H	100	42.19	3.00	52.00	No
Pratt Feeders LLC	H	68	35.71	0.00	47.06	No
Keeling Cattle Feeders Inc.	H	85	34.48	1.18	63.53	No
McPherson County Feeders Inc.	S	41	32.50	4.88	34.15	No
Beller Feedlot	H	43 ^b	30.23	4.65	34.88	No

^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.

BBQ pro visits CAB

Renowned chef, author and barbecue authority Adam Perry Lang visited the brand's Education & Culinary Center in early December 2013, where he fabricated beef and exchanged cooking techniques with the CAB culinary team.

A great supporter, Lang joined with CAB in 2011 for a tour of the Bradley 3 Ranch in Texas, and recently noted the brand during a television appearance on *Jimmy Kimmel Live!*

He served up a CAB plate of short ribs as part of his menu during a summer promotion grilling in the parking lot of the talk-show host's studio. Lang's barbecue and grilling cookbook *Serious Barbecue* can be found at most major bookstores and online.

Elite bred heifer sale

A Dec. 7 GeneMax™ (GMX)-tested heifer sale in Green City, Mo., was successful on several levels. Jim Brinkley, Milan, Mo., put the idea to his customers and associates at a summer GMX informational meeting with Gary Fike and Kara Lee of CAB.

Through late summer and fall, he worked with Mark Womack of Genex/CRI, Kevin Lair of Green City Livestock Market and Wes Tiemann, regional manager for the American Angus Association, testing 1,000 heifers from customers across the region. They found the top two-thirds by GMX score, confirmed those artificial insemination (AI)-bred and fetal-sexed the embryos, then nearly 300 head were sorted into groups according to those criteria.

Consignor strategies varied, with some keeping while others sold their highest-scoring GMX heifers. Similar variations were seen in decisions based on fetal sex and AI status, and several lots were "no-sale" as falling short of a target price.

Still, the educational aspects alone made for a success on 213 head averaging \$2,132, with a range of \$1,750 to \$2,330, Lee reported. Afterwards, producers talked about what they will do differently next time in this sale, already noted as the first of a planned annual event.

Besides the three main sort criteria, body condition and the ability to buy heifers bred to the same bull affected sale prices, she said.

The bull's eye within

It takes great cattle to perform well in the feedlot and realize top quality grades in the packing plant. They move a step beyond great when the cattle stand out for lean yield grade, as well (see table, top listing). Yet, they are not perfect.

Sure, it was only a representative 12 AngusSource® Genetic heifers from Wayne Miller's herd near Savannah, Mo., fed at Gregory Feedlot, but they're part of a pen and



► CAB Assistant Director of Foodservice Marketing Kelly Murray traveled to the southern Caribbean Sea to the island of Curaçao for a recent distributor launch with International Fresh Co., led by Henk van Blanken. A BBQ challenge brought top chefs together from the area to prepare CAB cuts. More than 300 consumers were in attendance to celebrate the new launch.

a greater tradition at both the feedlot and the farm.

At the Tabor, Iowa, feedlot, manager David Trowbridge says 99% of success comes from

producers sending well-managed, capable genetics. "From there, we pay attention to detail and maximize their genetic potential."

At the farm, they're part of a clockwork system applied to 225 commercial and registered Angus that the retired veterinarian manages with nephew Derek Holt. Miller aims for perfection by finding whatever flaws exist in each cow and covering those with strategic use of AI to complementary sires.

Their cattle have graded 99% Choice or better for three years, as carcass data helps improve cattle that are already what Trowbridge calls "high end."

Miller says, "I make steady progress year after year, but the ultimate goal is perfection. I want to keep improving. I am working to try to receive more reward, and while I appreciate what we have now, there is a long way to go to push people to work harder for quality."

Trowbridge understands his customer.

"With Wayne, you have a producer who's very passionate about genetics and what he has created," the feeder says. "We feel the same way. We try to produce the best steak ever to be put on a plate. That's our job. We are both very passionate."



Editor's Note: *Laura Conaway is a public relations and industry information specialist for Certified Angus Beef LLC.*