

BRAND NEWS

from a corporate perspective, but from the people who own the brand.

The world of social media seems to be accepting it, too, as Margaret Coleman, CAB assistant director of digital marketing, says the message is resonating with users on Facebook and Twitter. “Really focusing on the pride and tradition,” she says, more licensees are sharing and retweeting Heritage copy than with past campaigns.

“It’s written a little bit differently, and just has a sense of passion and romance tied into that message,” she says. “We haven’t changed as a brand. It’s the same thing we’ve always been saying, but the way that we’re saying it is resonating so much more today.”

Launched in September 2014, Heritage Campaign copy appears in retail markets, domestically and internationally. Elements will be included inside stores for point-of-sale materials, amplified depending on how partners share it within their respective markets. First ad placements appeared in digital and print media in December 2014.

Roasting and then some

Move over turkey; Christmas cooking was all about the beef. Social media efforts going back to the 2013 holidays had featured a blog series on the esteemed “12 Roasts of Christmas.”

“Every year our roasting efforts just continue to build upon one another,” says Margaret Coleman, CAB assistant director of digital marketing. That’s why the focus was renewed for the 2014 season, but this time, it was all about tips and techniques used by talented CAB chefs.

Previous year’s posts laid the groundwork for what to do when it came to preparing that ideal dinner. This December, it was all about the how to — how to select the cut, how to tie, how to carve, how to serve, how to use corn starch to create a delicate crust, or how much beef to buy for a hungry brood.

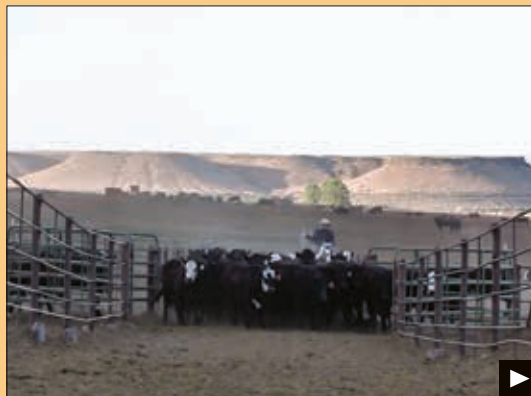
“We shared recipes, but this year’s focus was

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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.



Ryan and June Loseke keep mortality low and quality high at their Columbus, Neb., feedyard. Earlier this year, the couple — also practicing veterinarians — earned Feedlot of the Year honors from Certified Angus Beef LLC (CAB). Here’s the clip: <https://www.youtube.com/watch?v=fdrdwoXUUQE>.



John Butler, with Beef Marketing Group, talks about the value of communication and cooperation in the beef supply chain. Here’s the clip: <https://www.youtube.com/watch?v=UBKb8sLjwI0&feature=youtu.be>.



John Moes has improved consistency and quality of his cow herd with a combination of genetics and management on his Florence, S.D., farm. Here, he tells about that success: <https://www.youtube.com/watch?v=QovfN9i1fDM>.



Dewayne Siebrasse, with South Dakota-based Cattle Sense Consulting, talks about opportunities in today’s exciting beef cattle business. Here’s the clip: <https://www.youtube.com/watch?v=YTxEzZ1sVrY>.

more about what you need to know to make that great roast, to serve that great roast, to slice it," says Jennifer Kiko, online community manager for the brand.

Between Thanksgiving and Christmas, one of the most popular website hits on the consumer site is the strip roast. Staffers were sure to showcase it in addition to highlighting

other budgetary or preferential options, such as the sirloin and tri-tip roasts. Kiko says it's the brand's job to be prepared and proactive.

"People are looking for beef as the centerpiece for their Christmas feast, so we really want to capitalize on that by featuring these roasts and sharing how to buy and cook them."

Behind the Beef

One of the fortunate parts of a company that's 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. More than fulfilling a job description, they're on fire about the work they do.

Meet Bridgette Wasser

Wasser never carries her luggage on a plane. It's not the amount that the meat scientist packs so much as the contents. She really hates sending her full set of knives into the land of checked baggage, hoping she'll see them when she reaches her destination.

"I am very attached to my knives. I take good care of them and keep them sharpened," says Wasser, executive director of meat science at the National Cattlemen's Beef

Association (NCBA), a contractor of the beef checkoff. "They're like an appendage, and it's really tough when you don't have them."

One of her highlights, Wasser does more than 40 cutting demonstrations in a year. She'll present about innovative cuts to a group of regional meat cutters one day and talk about USDA quality grades to international trade partners the next.

"Travel is where you see your work come to life. It's a very rewarding part of my job," she says.

Wasser coordinates ahead of time, learning about her audience and making certain she has all the right tools (including a table, cutting boards and, of course, the beef). Yet even the best-laid plans sometimes go astray.

"I remember one time when my bags didn't arrive," she says. Having to address the crowd in her jeans and sweatshirt was the least of her worries. "I was at a hotel, so I asked the kitchen for a knife, and of course I got the dullest knife possible."

Days in the office take on a decidedly different tone. Wasser might be on the phone with meat researchers, talking about their latest ideas for tenderness or beef flavor studies. Perhaps she's checking in on the budgets and progress of such projects already in the works, or she's figuring out ways to get the latest information out to cattlemen, so all that meat science "doesn't just sit on a shelf."

"We're trying to improve the quality of beef and the overall quality of the eating experience to our customers," she says. She knows it's making a difference for cattlemen and beef eaters across the United States, as more happy customers equals more demand, and more demand equals more money in cattlemen's pockets.

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



So what about those out-of-the-box inquiries that may not have made their way to the Web? Chef Michael Ollier had those handled. The CAB corporate chef hosted a live Facebook chat welcoming online visitors to ask anything as it pertained to the topic of roasting.

"It was very much the end cap to our whole roasting season promotion," Kiko says. "It was getting Michael's insight and his personal opinions, kind of the highlight to beef roasting season."

Efforts to hone in on specific target audiences and the information they seek revealed that 71% of U.S. adults are on Facebook, making the social media site a target for grocery shopper messaging. A surge in Facebook fans reveals the initiatives were successful.

Chuck wagon cook visits ECC

Meet Kent Rollins and you realize you'll never meet another like him. Authentic, he's that. Old fashioned — more so than most you'll ever know. That's why after one experience with the chuckwagon master at last year's chef tour event, folks at CAB knew another visit was crucial.

"I think he's just got one of those magnetic personalities," says CAB Corporate Chef Michael Ollier. "It's just the way it is. If you know him, you're a friend."

Then again there's more than camaraderie when it comes to Rollins. Alongside his wife, Shannon, they venture out of Hollis, Okla., to serve authentic Western cuisine through their Red River Ranch Chuck Wagon catering company. Enlisting the assistance of a restored 1876 Studebaker wagon, the couple fed more

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 column within Brand News will help keep producers current on recent events there.

- ▶ Full Staff Sales Meetings, Dec. 3-4
- ▶ Giant Eagle, Dec. 5
- ▶ CAB Board of Directors, Dec. 9
- ▶ AFG, Dec. 10
- ▶ Meijer, Dec. 11
- ▶ Lou Hammond, Dec. 16



► **Above:** “I figured, ‘Hey, if I can cook for them (hunters), I might as well get a wagon and start cooking for cowboys.’ When I started cooking on ranches, word got around and from ranches it went to Bar Mitzvahs to weddings to corporate events and TV,” says Kent Rollins.

► **Right:** A recent visit to CAB’s Education & Culinary Center provided Rollins with a chance to break down a carcass with Phil Bass, learn all about the brand and work with cuts and recipes especially relevant to his audience.



than 27,000 people last year and logged more miles than that on the open road.

“The first meals-on-wheels ever invented!” Rollins declares. Pulling from his heritage and cowboy upbringing near the banks of the Red River, he specializes in dishes prepared over open fire with the help of Dutch ovens and burning coals.

What began as preparing meals for elk hunters turned into much more as word of Rollins spread throughout the plains.

“I figured, ‘Hey, if I can cook for them (hunters), I might as well get a wagon and start cooking for cowboys.’ When I started cooking on ranches, word got around and from ranches it went to Bar Mitzvahs to weddings to corporate events and TV.”

A recent visit to CAB’s Education & Culinary Center provided Rollins with a

chance to break down a carcass with Phil Bass, learn all about the brand and work with cuts and recipes especially relevant to his audience.

“We wanted to pull out cuts he would actually utilize on the grill,” Ollier says. “He’s in the far southwest corner of Oklahoma, and that’s skirt steak country if you use Latin cuisine. Sirloin flap, the tri tip, we were intentionally throwing that out, trying to cook up things to fill the gap on his menu.”

Lunch was prepared making use of said sirloin flap for the purpose of menu ideation.

So why Kent Rollins? Ollier says it’s integrity that makes him a fit for the brand and the ranchers who make it.

“You can find talented people in the kitchen. That’s not it. But someone who has a heart like Kent Rollins, those are rare people,” the CAB chef says.

Besides being approachable, Rollins crosses the fence. He encapsulates both the cowboy and the chef.

“It’s rare to find someone who is the one putting out the product,” Ollier points out. “Chefs don’t really understand the producer world, the land, like this guy does. You don’t shake a chef’s hand and feel the calluses like he has.”

For Rollins, he’s just happy to have a quality product to share. Something he doesn’t have to worry about — one that’s uniform: “I always tell people, if you’re going to cook a piece of beef, you first have to start with a good cut of meat.”

To serve it, “feed it back to the same people who raised it,” those who brought it to the grill in the first place, that’s what makes it most worthwhile.

Especially “if they get to see an end product,” Rollins says. “Not a lot of times in life do you get to see what you turned out every day. To see it off the hoof and on the grill is a pretty good deal.”

‘Tis the season for roasting

Why roast in the fall?

CAB Chef Michael Ollier entertained the thought.

“It’s seasonal. We like to turn our ovens on in the winter. Maybe it goes back to our heritage, the hearth. That was the whole beginning of open cooking. Maybe it’s just in our blood.”

The real reason may never be revealed, but if one thing’s for certain, it’s that roast may as well be included with decking the halls and trimming the tree.

“Over time, our pallets are really accustomed to a roast in the winter months.”

With that in mind, retail partner Price Chopper hosted a December cooking class in its flagship Albany, N.Y., store featuring Chef Michael along with their own Chef John Winnek.

Seasonally specific, this was the fourth year participating and the second occasion for CAB’s corporate chef to partner with the licensee in one year.

“We did a roasting class, specifically, so I was able to use some of the same recipe ideas we developed for our blog series,” Ollier said.

Consumers were engaged before and during the hour-and-a-half course that took place in the cooking school connected to the store. The hands-on class featured CAB brand strip roast with bacon-maple-bourbon glaze, top round roast with porcini pepper rub and traditional sides.

