



Brand News

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

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World visitors in cattle country

Cattle buyers at the Amarillo Livestock Auction Nov. 14 were in for a surprise when 25 international guests walked in and crowded along the back wall just after noon. The group was hard to miss — they talked excitedly, snapped salering selfies and took notes in leather padfolios.

As quickly as they entered, they were gone again, back on the bus and off to the next stop.

The group was in Texas for the first half of the *Certified Angus Beef*® (CAB®) brand's International Masters of Brand Advantages program. The center-of-the-plate specialists represented 12 countries.

"This is more than just teaching them about selling," CAB Director of International Geof Bednar says. "In many of these countries, they are not self-sufficient at producing their own food."

The first morning's topics included genetics and management, as well as marketing and life-cycle timelines. Then they boarded a bus to the auction market and later Friona Industries' Randall County Feedyard, a 90,000-head yard on the outskirts of Amarillo. There they heard from cattle procurement manager Jay Cortese and feedyard manager Jerrid Vincent, as the bus drove the alleys.

"They're very curious about where this food comes from," Bednar says, "and they want to build trust in American beef production. That's why we share the entire story of our industry."



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

First-quarter CAB sales up

What can you expect from a brand that recently made the news for selling more than a billion pounds (lb.) in 2016? More of the same in fiscal year 2017, apparently.

Steve Ringle, CAB director of business development and analysis, says October and November sales were up nearly 21 million lb. compared to last year, and December was headed for “a huge increase” as of mid-month for overall quarterly sales exceeding 260 million lb. The figures included solid growth across all divisions.

In other notes, Ringle says there are 128 licensed foodservice distributors in the United States and 130 in 47 other countries. The U.S. distributors market CAB product to 60,000 restaurants, and a growing share of those are licensed partners.

A Nebraska discussion

The “Beef State” came together for the annual Nebraska Cattlemen’s Convention Dec. 6-9 in Kearney, where Paul Dykstra, beef cattle specialist for CAB, took part in a panel titled “Beef and the Consumer.”

Flanked by Kurt Brockhaus of Sysco Nebraska and two chefs familiar with the brand, one from Sysco, the other from Venue Restaurant & Lounge, Lincoln, Neb., the panelists shared insight into beef trends and recent consumer demands.

“Having the chefs there, everyone was so eager to hear their perspective,” Dykstra said. “I was able to simply apply the brand’s message, which was fitting to the chefs.”

With registered and commercial cattlemen in the audience, as well as a number of students, the biggest area of dialogue involved portion size.

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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.

- ▶ Price Chopper, Kansas City, Dec. 1
- ▶ Holten Meats, Dec. 1
- ▶ Jeremy Umansky, Dec. 5
- ▶ Tyson, Dec. 6-7
- ▶ Seneca Lodge & Wildflower, Dec. 9
- ▶ Nickels Pit BBQ, Dec. 9
- ▶ Alex Seidel, Jonathan Kaiser, Dec. 12-13
- ▶ Primo Grill, Dec. 12-13

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.



Tom Houret, La Grange, Calif., talks about his cow herd and the reasons for looking beyond ranch-level goals. Here’s the clip: <https://www.youtube.com/watch?v=4boDbwVoYA4>.



Justin Sexten, director of supply development for Certified Angus Beef LLC, talks about why commercial cattlemen need to capitalize on the value of the genetics they use in their herds. Here’s the clip: https://www.youtube.com/watch?v=EL_RmRa71RM.



Zoetis veterinarian Robin Falkner talks about the future of antibiotic use and how good management plays into that. Here’s the clip: <https://www.youtube.com/watch?v=PDXj0ONbkAM>.



Dan Basse, president of AgResource Co., talks about beef demand domestically and developing abroad. Here’s the clip: <https://www.youtube.com/watch?v=JYHfDtvWJUA>.

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“That’s not a new one, but it certainly was a conversation there,” Dykstra said. “Chefs see cut weights as too big, and producers would want to be compensated for the equivalent of raising smaller carcasses.”

Generating new ideas while working through current issues, the session provoked questions and created dialogue for the future as cattle producers and chefs work together.

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



► Black’s Barbecue is the oldest family-owned barbecue restaurant in Texas and has been serving CAB for more than 20 years.

Reel Love

CAB Chef Peter Rosenberg put on his producer-director hat to create illustrated Valentine’s Day menu ideas that will make anyone’s heart flutter.

REEL LOVE
A Hollywood Romance

What better way to help spread the romance this Valentine’s Day than by serving these *Certified Angus Beef*™ brand cuts? Each cut meets 10 exacting standards for quality, so you know that with every cut, your customers are getting a dish they only thought possible in movies.

“LOVE ME TENDER”
With just one bite, this extremely tender, Tuscan center-cut tenderloin will melt hearts, especially when made with baby artichokes, blistered peppers, olives and basil risotto.

“A MEAL TO REMEMBER”
What better way to show a love for protein than by combining the best of the best? This duo your guests will never forget features a flat-iron steak marinated with fresh herbs and garlic, honey-glazed shrimp, and a side of sweet-and-sour slaw.