



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
information, visit www.certifiedangusbeef.com.



► “It was an honor to represent the *Certified Angus Beef*® brand. Today’s ranching families are truly stewards of the land, and we are glad we were able to share this message,” said Abbie Nelson, Five Star Land & Livestock, Wilton, Calif., of her appearance on the *Recipe Rehab* television show.

CAB takes Hollywood

The *Certified Angus Beef*® (CAB®) brand is no one-hit wonder.

As cameras stopped rolling for the episode of Andrew Zimmern’s *Bizarre Foods America* show that included the brand and aired in December 2013, plans were just beginning for another TV spot.

Recipe Rehab, an award-winning cooking show on CBS, will feature Brand Ambassador Chef Keoni Chang of Hawaii’s Foodland Super Market, along with the Nelson family of Five Star Land & Livestock. Chef Chang will compete against the Saturday morning show’s in-house chef to give the submitted recipe a more healthful twist while the Nelsons share their story.

With her family, longtime Angus rancher Abbie Nelson, Wilton, Calif., welcomed camera crews out to the land that has sustained them for generations. Together they prepared a meal of CAB boneless short rib skewers with barbecue sauce and creamed corn, later to be “rehabbed” by competing chefs.

“I wasn’t nominated for some kind of Emmy,” Nelson joked, “but it was an honor to represent the *Certified Angus Beef* brand. Today’s ranching families are truly stewards of the land, and we are glad we were able to share this message.”

Knowing that consumers have an increasing desire to learn about food and agriculture, it was an easy decision to say “yes” to CBS, according to Mary McMillen, Certified Angus Beef LLC (CAB) director of marketing.

“There certainly is an aura of appeal to the life of a ranching family,” she noted. “Since so few viewers have had the opportunity to know and experience that lifestyle, we considered this a great way to highlight one of our valuable ranching partners.”

For Nelson, perhaps the most exciting element was interacting with the TV crew.

“It was a huge learning curve, working with those folks from Hollywood,” she said, while noting the value. “Our family enjoys people and the opportunity to directly relate our industry to our consumer.”

The Nelson family is one of many who take an active role in sharing the CAB story across all market segments. What does it mean to them?

“The first word that comes to mind is pride,” she said. “I am so proud of raising Angus cattle for generations. When I see that CAB logo, whether it’s on a distribution truck around town, in a restaurant or at the market displayed in a meatcase, I can say, ‘Yes, I’m a part of that.’”

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

The episode of *Recipe Rehab* will air May 17 and re-air June 28. Check local listings and CBS affiliates for air times.



Chinese New Year Jan. 31

A month after most folks paused on New Year's Day and prepared for new beginnings, those of Chinese descent started a 15-day celebration with New Year's Eve dinner.

During Chinese New Year, most working professionals take time off to rest, honor ancestors, travel and reconnect with family near and far. The dinner represents a special occasion where gifts are often shared. Beef is the "celebration" protein and a cherished gift enjoyed at the meal and presented to others in the spirit of the season.

Owner of the CAB-licensed distributor Rose Kitchen in Taiwan, Shuh Sen recognized the demand and offered CAB gift packages complete with ribeyes, short ribs, sirloins and other cuts.

"Shuh Sen is a 20-year partner who has done a very good job of growing our sales, and, just as importantly, our brand recognition in the Taiwanese market," says Geof Bednar, CAB international director. "Rose Kitchen's *Certified Angus Beef* gift boxes are an example of their commitment to the brand."

Tomorrow's leaders today

The team charged with adding value to your registered-Angus cattle knows the value of investing in the future today. So, while late December was a busy time filled with shows, visitors, holidays and travels, the CAB staff in Wooster, Ohio, took time to host its annual Youth Leaders Orientation.

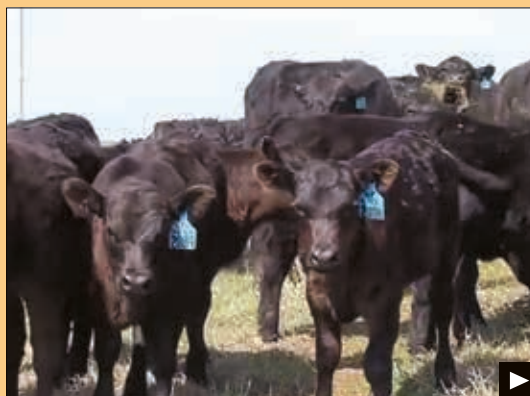
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Digital extras

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.



Art Wagner, vice president of cattle procurement for National Beef Packing, talks about the importance of branded beef to the company's business. Here's the clip: www.youtube.com/watch?v=8SU_FHFmBMs.



As a general rule, when feeders try to get more marbling out of a pen of cattle, they get less-desirable, higher yield grades. Early intervention might change that. Amanda Blair, South Dakota State University meat scientist, discusses the impact of cow herd nutrition on the carcass quality of future progeny. Here's the clip: www.youtube.com/watch?v=Y39hOl-2_do. Blair spoke on the topic at the 2013 Range Beef Cow Symposium. Coverage of her presentation is available in the Newsroom at www.rangebeefcow.com/2013.



Janet Riley, senior vice president of the American Meat Institute (AMI), talks about the need for transparency and education in the beef business. Here's the clip: www.youtube.com/watch?v=3lPjUeZCPIQ.



Sandy Johnson, Kansas State University animal scientist, discusses the Beef Reproductive Task Force's Estrus Synchronization Planner. Here's the clip: www.youtube.com/watch?v=LpJ-zOIHpLc. Johnson explained the synchronization planner at the 2013 Applied Reproductive Strategies in Beef Cattle Symposium this fall. Coverage of her presentation is available in the Newsroom at www.appliedreprostrategies.com/2013.

The soirée of sorts brought together leaders in the Angus industry to experience the brand, share ideas and challenge one another in future endeavors. Among those in attendance were National Junior Angus Association (NJAA) board members, National Beef Ambassadors, CAB Supply Development interns, Miss American Angus and the American Angus Association Ambassador, and the Canadian Junior Angus Association representative.

“We do hope they share ideas and learn from each other,” said Deanna Walenciak, CAB director of marketing. “A lot of what our industry is about is making those contacts and relationships.”

The youth learned about CAB and its mission, then spent time in the Education & Culinary Center meat lab as a sales cutting demonstration broke down a top butt to point out yield and portion costs. Later, the CAB Human Resources team provided a glimpse into the array of personality types and approaches to work, noting the many job opportunities in the beef industry.

Walenciak said it was a great chance for young people to see the sales side of the brand and the demand for beef, since many came from a production background.

“At a point where many are planning their careers, we wanted to provide them with an insight into the opportunities available,” she said. “We know that out of this group will come leaders in the industry.”

2014 Specialist Seminar

It’s a popular vacation destination, but the Westin Hilton Head (S.C.) Island Resort and Spa marked the spot for a workshop that was

this year’s CAB Specialist Seminar. Nestled among native trees, plants and wildlife along the Atlantic Coast, the Feb. 24-25 event provided an opportunity for attendees to recharge and renew.

CAB Specialists, designated among staff at licensed distributors to manage all

elements of being CAB partners, came to share the latest training, merchandising and marketing tools to address their customers’ needs and to drive sales. They discussed ways to utilize the CAB “Join Our Table” campaign, as well as recent consumer-research findings, but perhaps the most



► **Above:** Youth leaders visit the CAB Education & Culinary Center on Dec. 30. Pictured are (front row, from left) Tori Summey, Karoline Rose, Nicole Lane, Lindsay Upperman, Michael Hargrave, Tylee Jo Williams, Shane Kerner, Katy Kemp, Trish Henderson, Catherine Harward; (back row, from left) Jessica Radcliffe, Justana Tate, Emma Morris, Cory Watt, Rachael Wolters, Sierra Jepsen, Will Fiske and Maci Lienemann.



► **Right:** National Beef Ambassadors Tori Summey, Sierra Jepsen, Rachael Wolters, Emma Morris and Justana Tate were among the youth leaders who visited the CAB Education & Culinary Center Dec. 30.

attention was focused on the launch of the *Best Practices Manual*.

Similar to guides of the same name for the Supply Development team's outreach to cow-calf and stocker operators, the new guide for foodservice will serve those distributors as a roadmap to success in their area of the industry.

CAB Vice President of Business Development Mark Polzer says the yearly presentations and discussions prepare distributors to best represent the brand, and develop a company-side focus on premium beef. That comes back to help Angus producers.

"The seminar helps our foodservice partners be successful in their businesses, which in turn drives demand for beef, and therefore drives producers' bottom lines," Polzer says.

With the growing consumer curiosity into food origins, it is crucial that those working in the industry are well-prepared with answers.

"The Specialist group is a key audience and an absolute benefit to our cattlemen," says Tara Adams, CAB director of sales marketing. "They are face to face with the chefs who receive inquiries about the production side."

Quality in genetics

Near Mitchell, S.D., about the same distance from Nebraska, the Missouri River and Sioux Falls, you'll likely find Dale Smith among his herd of commercial-Angus cattle. As sure as you find Smith, you will find quality, for the rancher knows no other way.

He says the latest tool, GeneMax™ (GMX), represents one more assurance that the quality trend will stay on an upward incline.

The 66-year-old has used CAB's DNA-based test to measure gain and grade potential for the past three years and stands firm on its benefits.

"It's telling me things I cannot see," Smith says with certainty.

The "more than full-time" rancher's opinion should hold some weight as he has spent his life working alongside the cattle that graze his farm.

"I'm the fourth generation of cowmen. It's a disease," he says with a chuckle. "We have the cow disease."

Raising Hereford cattle up to the mid-1980s, Smith switched to Angus to utilize technological advancements. The invention of heat synchronization for artificial insemination (AI) and the quality of semen available has kept him in the Angus world for almost 30 years now.

"I don't ultrasound and [the cattle] aren't registered, with EPDs (expected progeny differences) and things. This is my way to have a better idea of what I am doing and what I am selling," he says. "At least I know if I am going in the right direction."

For Smith, sometimes that direction can be opposite of what he anticipated, but that's all the more reason to follow the test results.

"It kind of wakes you up a little bit," he says. "There's some beautiful heifers out there that are in the 29th percentile, and then there are some not-so-pretty ones in the 98th percentile."

He states with easy confidence the most

beneficial result of using GeneMax is "To be able to select heifers by their DNA. There is a significant net profit when you achieve CAB, and all you have to do is a little work to get there."

When it all comes down to it, Smith and his wife, Anne, enjoy the little things in life, including that work.

"I just wanted to raise the best ones I could and look at them," he says. "That's all I ever wanted to do."



Editor's Note: Laura Conaway is public relations and industry information specialist for CAB.

Sysco all around

Longtime distribution partner Sysco Corp. works closely with CAB through its many regional houses, both in Wooster, Ohio, and on location to build the market for high-quality beef.

CAB Executive Account Manager Sara Scott and Meat Scientist Phil Bass went to the Hawkeye State this winter to kick off the Protein Revolution at Sysco Iowa. Presentation topics included the *Science Behind the Sizzle™*, Getting Your Portion and discussions about middle meats.

It was "a multi-layered approach to increasing protein sales, with a focus on *Certified Angus Beef* within their current sales territory," Scott says. Sysco Iowa's team is on track to be the dominant protein supplier in their market, "doing whatever it takes," she adds.

Michelle Haworth, Sysco Iowa CAB specialist, says partnering with the brand provides her company with the highest quality along with the support and resources for sales growth.

"Our biggest take-away from our Protein Revolution event was the excitement that the *Certified Angus Beef* brand creates in our sales force," Haworth says. "They received a lot of additional training on the brand and have the knowledge to go out and sell it with confidence."

Shortly after staffers headed to Iowa, folks from Sysco Cincinnati made a stop at the Education & Culinary Center in Wooster with a number of key foodservice customers in tow. The two-day session included a new version of a menu ideation session using the tri-tip, culotte, flat iron and sirloin flap. The goal of that visit was to introduce many of their restaurant partners to the brand and provide beef education. Thirty-seven chefs and restaurateurs and 13 Sysco Cincinnati staff, including their president, were there.

