



# Brand News

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

## CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588;  
330-345-2333; fax: 330-345-0808  
[www.cabpartners.com](http://www.cabpartners.com)

**John Stika**, president  
**Brent Eichar**, senior vice president  
**Tracey Erickson**, vice president, marketing  
**Mark Polzer**, vice president, business development  
**Mark McCully**, vice president, production

### SUPPLY DEVELOPMENT DIVISION

#### Kansas staff:

**Larry Corah**, retired, consulting  
**Kara Lee**, supply programs manager  
30731 172nd St., Leavenworth, KS 66048  
812-653-0020

#### Nebraska staff:

**Paul Dykstra**, beef cattle specialist  
782 5th St., PO Box 856,  
Chappell, NE 69129  
308-874-2203

#### Ohio staff:

**Marilyn Conley**, administrative assistant

### INDUSTRY INFORMATION DIVISION

**Steve Suther**, director  
16360 Victory Rd., Onaga, KS 66521  
785-889-4162

**Miranda Reiman**, assistant director, industry information  
75845 Rd. 417, Cozad, NE 69130;  
308-784-2294

**Laura Conaway**, producer communications specialist  
PO Box 1073, DeLeon Springs, FL 32130;  
386-316-5138

### Blogs:

Consumer-oriented: [www.GoRare.com](http://www.GoRare.com)  
Supply Development:  
<http://blackinkwithCAB.com>

### Twitter:

@BlackInkBasics  
@CertAngusBeef



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<http://pos.certifiedangusbeef.com>.

For a source for recipe ideas, storage and handling tips, restaurant listings, retail store locations and cooking information, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).



## TV's Beef Queen

The West may not have been won on salad, but apparently lettuce is required to avoid elimination on a popular competition cooking show. A member of the *Certified Angus Beef*® (CAB®) brand culinary team, Chef Ashley Pado competed on Food Network's *Cutthroat Kitchen*

Jan. 4. Pado, dubbed the "beef queen" of her episode, received praise for her "perfectly cooked" steak, but was eliminated when her interpretation of a Southwest salad didn't include lettuce.

"I was in shock at first. As far as I've known, salad can be anything," Pado says. "Nobody misses lettuce when you have fresh corn, and beans and a tasty avocado dressing with great steak."

She jokingly says she Googled the definition of a salad after the competition and found no standard requirement of lettuce.



Hosted by network veteran Alton Brown, the competition challenges four chefs vying for up to \$25,000 to create specific dishes in an allotted time — all while overcoming sabotages thrown at them to hinder their ingredients and cooking methods.

"The show is about strategy and testing cooking basics," Pado says. "I knew if I stuck to the basic French techniques and was true to my cooking style, without showing fear, I could make it work with whatever I was challenged with."

To prepare for the calamity of tasks, Pado says her colleagues at Certified Angus Beef LLC (CAB) and family tested her with surprises.

Avoiding early elimination she maneuvered around a hashtag-shaped pan to cook a breakfast hash in the first round. When Brown called for Southwest salad as the second dish, Pado knew it was a perfect opportunity to feature beef.

"I wanted to be ready for whatever they threw my way," she says. "I decided right then [when she got the call] I was going to try to say the word beef as much as possible."

Pado says she welcomes the challenge of being the "beef queen" in the often-male-dominated environment. As a member of the

## Recipes from Chef Ashley Pado

### Southwest Dry Rub

#### Ingredients:

1 tsp. granulated garlic powder  
2½ tsp. ground ginger  
1 Tbs. ground cumin  
½ Tbs. granulated onion powder  
¼ tsp. cayenne pepper  
1 Tbs. sugar  
2 tsp. salt  
1 tsp. pepper

#### Instructions:

Mix all ingredients together. Rub on specific cut of CAB® brand beef and let sit for 15-20 minutes. Grill to desired doneness.

### Southwest Avocado Dressing

#### Ingredients:

3 fresh, whole avocados  
1 cup olive oil  
2 fresh limes  
4 cloves garlic  
2 Tbs. rice wine vinegar  
1 bunch fresh cilantro  
2 tsp. salt  
2 tsp. pepper

#### Instructions:

Blend all ingredients together in a blender or food processor. Season to taste.

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CAB culinary team, she has grown to respect and admire cattle raisers, and she values promoting their product through her cooking.

“I never thought specializing in beef was something I would do, but now that I can cook beef with my eyes closed, I can’t imagine doing anything else.”

While Pado didn’t walk away with the money from *Cutthroat Kitchen*, she says she hopes to make it back on TV in the future — showcasing beef, of course.

### Reaching more young leaders

College-age leaders in the beef business attended the CAB Building Blocks for Success Seminar the first week of January in Wooster, Ohio. That two-day educational kickoff has become an annual event for National Junior Angus Board directors, Miss American Angus, CAB interns and the National Beef Ambassador team.



This was the first year it was opened up to five more young Angus leaders through an Angus Foundation partnership grant to cover all expenses for qualified candidates: Ben Conner, Hodgenville, Ky.; Cheyann Lovett, Bladen, Neb.; Tara Leytham, Toledo, Iowa; Travis Schiefelbein, Kimball, Minn.; and Tyler Thomas, Baker City, Ore.

CONTINUED ON PAGE 234

### Southwest Salad

#### Ingredients:

- 3 cups fresh corn off cob
- 2 cups black beans, drained
- 1 red onion
- 1 bunch fresh cilantro
- 2 red bell peppers
- Salt and pepper to taste

#### Instructions:

Cook corn and cut kernels off the cob. Toss with drained black beans.

Fine-mince the red onion, dice red pepper and mince fresh cilantro.

Mix all ingredients together and toss with ½ c. avocado dressing.

Serve with grilled steak on top of salad and enjoy!

### 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.



To get repeat buyers, you need results worth repeating. Bronc May of Simplot Land and Livestock near Grandview, Idaho, shares some advice. Here’s the clip: [www.youtube.com/watch?v=DIU6FOhb7TA&feature=youtu.be](http://www.youtube.com/watch?v=DIU6FOhb7TA&feature=youtu.be).



Rick Sibbel, head cattle veterinarian for Merck Animal Health, says the future of cattle health programs is all about the individuals in each group. Here’s the clip: [www.youtube.com/watch?v=n1BqrF9J-MU&feature=youtu.be](http://www.youtube.com/watch?v=n1BqrF9J-MU&feature=youtu.be).



Quality matters during a recession and in roasts, as well as steaks. Bruce Longo, Urner Barry market reporter, and Tracey Erickson, CAB brand vice president, explain. Here’s the link: [www.youtube.com/watch?v=qv6bAmh21oM&feature=youtu.be](http://www.youtube.com/watch?v=qv6bAmh21oM&feature=youtu.be).



Jim Wilson, V Ranch, near Thermopolis, Wyo., says great calves start by focusing on the cows. That includes genetics, health and nutrition. Here’s the link: [www.youtube.com/watch?v=uBISiuzd6j8](http://www.youtube.com/watch?v=uBISiuzd6j8).

“Including more juniors allows a broader scope of young people to interact with everyone at CAB and network within the industry,” says Kara Lee, supply programs manager for CAB.

The education aspect included raising beef from the consumers’ view and an interactive carcass grading and fabrication session with CAB meat scientist Phil Bass. They also learned more about CAB on a personal level.

“These young folks may be the next



generation of farmers or meat scientists,” Lee says. “Expanding the reach of this seminar opened more possibilities for all of us, as they see how this brand builds equity for registered-Angus breeders.”

## Behind the Beef

One of the fortunate parts of a company that is 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 a job description, they’re on fire about the work they do.

### Meet Bob Boliantz

Bob Boliantz sits behind his desk leafing through some of his father’s old business receipts from 1943, stopping on one in particular.

“Eight head of cattle — \$893 ... total,” he laughs. “Obviously, my father was a much better buyer than I am.”

Emil Boliantz had a knack for picking the right cattle and knowing which farmers he could count on to supply his Mansfield, Ohio, meat-packing plant with high-quality beef. The son of butcher-shop owners, Emil grew up in the meat business, turning a youth’s worth of knowledge into a successful meat-packing venture before passing the trade to his son, Bob.

Today, although the era of purchasing a steer for just more than \$100 has long since passed, many of the same practices employed by his senior are still in place at Bob Boliantz’s plant, E.R. Boliantz Co., located less than 20 miles from his father’s, in Ashland, Ohio.

“It’s about relationships,” the younger Boliantz says. “If you build relationships with the farmers and with the right people who can help them, you’re going to have the right kind of cattle to work with.”

Like his father, Boliantz has made a career of hand-selecting cattle and building a reputation for quality. He works with a slew of farmers in and around Northeast Ohio whom he knows raise cattle to hit a high-quality end point, including a good amount that qualify for both the *Certified Angus Beef*® brand (CAB®) and CAB brand Prime.

In a day and age where most beef comes from large-scale packing plants, Boliantz still does it the old-fashioned way. His team of butchers harvests the beef from start to finish, while his sales people do their job to ensure that the well-marbled hunks of meat have a home.

Boliantz has played a major role in the quality-beef movement in Ohio — and not only from a processing perspective.

When he saw a greater need to increase the number of quality fed cattle, he began working with Francis Fluharty from Ohio State University. Together, the two offered classes for farmers and ranchers to teach them better feeding practices so their cattle would grade out higher.

Though markets, trends and consumer preferences may change, one thing that isn’t going away is demand for great beef. There’s something to be said for the tried and true.

Bob Boliantz is living proof that, sometimes, the old methods are still the best methods.

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



Lee says given the level of interest among the wider community of junior members, CAB plans to continue the opportunity to “target more future leaders of the beef industry. It’s never too early to get more involved.”

### Feeding partners update

CAB has worked cooperatively with cattlemen through the years to help make the most of Angus-influenced genetics.

“Together, we find where profit and quality share common ground in an ever-changing industry and market,” says Mark McCully, CAB vice president of production. He noted that commitment is based on the brand’s core mission and remains unchanged.

From 1999 to 2013, a structured and data-focused Feedlot Licensing Program (FLP) built hundreds of relationships among and between quality-minded producers. Analysis of 2 million data points from that program helped show the industry how and why to improve beef quality, McCully says.

“FLP was most valuable when there was almost no carcass data flow back to the ranch,” he notes. “That mission is far more advanced today, allowing us to concentrate on other areas.” However, the spirit of the original program remains.

“We have a growing interest in feedlots willing to partner with Angus producers,” McCully says, “but we are moving on to less formal links, making the most of a basic tradition within the beef community, where a handshake and common cause have always been the real basis of partnering.”

Producers can still find partner-minded feedlots on the brand’s website, and the list will evolve as more partners choose to

## 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 225 groups have visited the Wooster, Ohio, venue from all parts of the world. This ECC item within “Brand News” will help keep producers current on recent events there.

- ▶ Youth CAB Building Blocks for Success Seminar, Jan. 6
- ▶ Sysco San Francisco, Jan. 8-9
- ▶ Dutch Creek Foods, Jan. 12
- ▶ Buehler’s, Jan. 15
- ▶ Master’s of Brand Advantages Class 8.2, Jan. 19-23
- ▶ Sysco Detroit, Jan. 29

raise their profile with those who aim high. Feedlots, farmers and ranchers can find more answers and reach out to any member of the Supply Development Team at [www.cabpartners.com/about/contact.php](http://www.cabpartners.com/about/contact.php).

### Acceptance rates increase

A comparison of CAB acceptance rates before and after the November 2014 weight specification shift from 999 pounds (lb.) to 1,050 lb. showed the impact of that change.

CAB's Mark McCully says the anticipated impact was significant, given that the specification change was implemented at a time of year when carcass weights tend to be at their seasonal highs.

"In the three weeks before the change, CAB acceptance rates averaged 23%. In the three weeks since the change, acceptance rates jumped to 25.5%. That improvement equates to 18,000 head, or approximately 4.5 million more pounds of available product for our licensed partners to access."

Factors leading to a decline in the North American cattle herd in recent years have caused feeders to compensate with additional pounds on each animal. Years of evaluating that trend and how to best maintain relevance to all partners in the brand's supply chain led to the decision.



► Just ahead of the holidays, the brand's 8th Master's of Brand Advantages (MBA) class worked toward their marks of accreditation. Angus producers Craig and Amy Good kicked off the event hosting the group of 24 meat marketers on their Kansas ranch, sharing details of the first steps in beef production. Later, attendees headed to Joe Eisenmenger's Humphrey, Neb., feedlot before wrapping up the educational event in Omaha.

