



# 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  
**Larry Corah**, vice president, supply development  
**Mark McCully**, vice president, production

## SUPPLY DEVELOPMENT DIVISION

### Kansas staff:

CAB Program Satellite Office  
1107 Hylton Heights Rd.,  
Manhattan, KS 66502  
785-539-0123; fax: 785-539-2883

**Larry Corah**, vice president

**Gary Fike**, beef cattle specialist

**Wendy Nichols**, office and data manager

**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

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

### Ohio staff:

**Marilyn Conley**, administrative assistant

## INDUSTRY INFORMATION DIVISION

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

### Blogs:

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



### Twitter:

@BlackInkBasics  
@CertAngusBeef



### Find us on Facebook:

• [BlackInkBasics](#)  
• [CertifiedAngusBeef](#)

To order CAB merchandise, visit  
<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).



► Among highlights at the American Angus Association booth was the *Certified Angus Beef*® (CAB®) brand Butcher's Block, a live cutting demonstration with CAB meat scientist Phil Bass. The hands-on method exposed onlookers to a variety of new cuts, especially those generated from the chuck being offered in meatcases and on menus.

## Cattlemen gather in Music City

Revered as the birthplace of countless country classics, records of a different kind were celebrated at this year's Cattle Industry Annual Convention and NCBA Trade Show in Nashville, Tenn.

The four-day February gathering drew upward of 8,000 producers and industry partners from all parts of the country to the Gaylord Opryland Resort. They celebrated a year of record-high cattle prices and planned for the challenges ahead.

The education in Cattlemen's College®, commentary in general sessions, and governing leadership in committee meetings shared time with social events such as Cowboy's Night at the Opry and business at the National Cattlemen's Beef Association (NCBA) Trade Show.

Among highlights at the American Angus Association booth was the *Certified Angus Beef*® (CAB®) brand Butcher's Block, a live cutting demonstration with CAB meat scientist Phil Bass. The hands-on method exposed onlookers to a variety of new cuts, especially those generated from the chuck being offered in meatcases and on menus.

"The cutting demo was a great opportunity to share my meat experiences

with the farmers and ranchers who work so hard on the live side, but don't necessarily get to see the final product broken down to the highly desirable retail cuts," Bass said.

Mark McCully, CAB vice president of production, said the demo also served as a way for producers to see how CAB educates foodservice and retail professionals on ways to bring increased value to the carcass.

"We wanted to show the level of leadership and engagement that the brand has in bringing some of these new cuts to the marketplace," McCully said. It wasn't so much for producers to see how to do that, "but rather how we would do the same sort of demonstrations at our Education & Culinary Center."

Bass, who performed a similar demo during Cattlemen's College, said attendees seemed most interested in how to add value to the carcass and what the meat industry can do to drive demand for quality.

Many producers still wonder if beef is becoming a luxury item, and how consumers are responding to price increases, McCully said.

"The convention provided a great platform to explain our advantage in the price-value relationship," he said. "Yes, beef

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

prices are high, so the product better deliver or there will be push back. But if there's value in the consumer's mind, these kinds of price levels are sustainable. It explains why the brand has continued to grow and set sales records in the face of higher beef prices and an economy in recession."



### Montanans head to Kansas

In a winter calm between production sales and spring calving, a group of Montana ranchers took a quick break to visit with partners in the Wheat State.

The trip south, arranged by Shipwheel Cattle Co., Chinook, Mont., let the Angus seedstock producer's customers take a detailed look at the feeding and packing segments of the beef industry.

In addition to touring two National Beef Packing plants, cattlemen enjoyed a visit at Poky Feeders, Scott City, Kan., where they explored the pens, feedmill, hospital and processing barns. The 70,000-head feedlot sourced a number of Angus cattle from the ranchers last fall.

Education remained at the core as guest speakers representing Zoetis, Elanco Animal Health, Poky Feeders and a consulting veterinarian to the feedyard discussed topics from health and preconditioning to grid marketing.

Paul Dykstra, beef cattle specialist for CAB, was on hand to cover matters such as meeting CAB brand specifications and the use of DNA technology in herds.

"We can never go wrong with educational opportunities," Dykstra said later. "By increasing the understanding of ranchers, particularly from non-feeding and packing regions, they are better prepared to raise cattle that fit the system and hit the premium points. It benefits the entire chain."

CONTINUED ON PAGE 156

## 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.



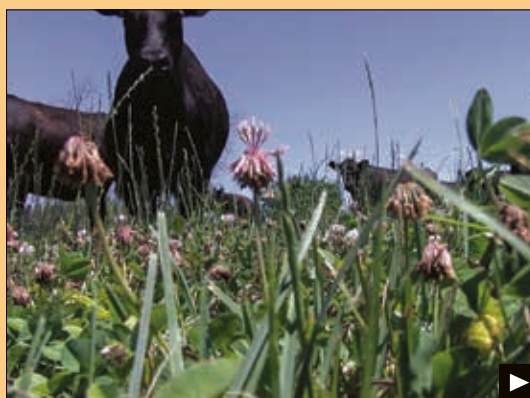
University of Wyoming Livestock Extension Specialist Scott Lake discusses the management practices necessary to get better conception rates in beef cattle today, which ultimately would lead to an increase in quality cattle numbers. Here's the clip: [www.youtube.com/watch?v=2FriuCm8bKk](http://www.youtube.com/watch?v=2FriuCm8bKk).



Julie Walker, extension beef specialist at South Dakota State University, discusses managing cow costs and urges cattlemen to do the math before making decisions. Here's the clip: [www.youtube.com/watch?v=d846Ry\\_3XkM](http://www.youtube.com/watch?v=d846Ry_3XkM).



There's always room to grow. Chad Mackay, president of El Gaucho Hospitality in Seattle, Wash., talks about the opportunity producers have to meet the demands of progressive consumers seeking niche beef products. Here's the clip: [www.youtube.com/watch?v=au-mEBp9BB0](http://www.youtube.com/watch?v=au-mEBp9BB0).



Sustainability is important to ranchers. They just don't always talk about it. This video with remarks from Kim Stackhouse-Lawson and John Robinson, both of the National Cattlemen's Beef Association, talks of why that should change. Here's the clip: [www.youtube.com/watch?v=24-T17XU7m8](http://www.youtube.com/watch?v=24-T17XU7m8).

## Mommy bloggers boast beef

No matter where you go or what you do, mother knows best.

In spite of all the new techno-wonders and diversified communication channels, research says when it comes to taking advice and applying it, moms trust other moms.

What was once reserved for professional columnists is now an open canvas for mothers to share their thoughts online.

Enter Mom Central Consulting, a gathering spot of sorts for mothers to discuss favorite topics on the Internet. Mom Central research shows 99% of moms research products online before purchasing and 92% have purchased products after hearing about them on a blog.

Fresh off the heels of filming for the CBS cooking show *Recipe Rehab*, CAB contacted 29 Mom Central bloggers, inviting them to take an active part in the CBS show's culinary challenge.

On each episode of *Recipe Rehab*, a family submits its favorite high-calorie, family-style recipe, and two chefs face off in a head-to-head competition to give the recipe a more healthful twist. After making each rehabbed recipe in its own kitchen, the family chooses its new favorite.

Aware that moms are primary grocery purchasers, the CAB public relations team set out to target these influential social media gurus. They sent packages that included two of the brand's sirloin tip roasts with recipes matching those featured on the show. A gift card to purchase ingredients, an apron and magnet were also included.

"By engaging Mom Central Consulting, we were able to stretch our *Recipe Rehab* feature



to include presence on 29 blogs that focused on families, lifestyle and food," says Margaret Coleman, CAB assistant director of digital marketing. "The participants blogged, posted on Facebook, Twitter and Pinterest during the two-week campaign leading up to the show."

For this to work, the brand had to find the right type of influencer, says Melissa Brewer, CAB director of public relations. The love of beef was a must.

"This was the first time we've worked with an organization like Mom Central to engage the blogging community and, specifically, those who influence potential consumers of our brand," she says. "Tying into *Recipe Rehab* allowed us to marry our traditional and digital media efforts, creating more buzz about the show, our brand, and, ultimately, encouraging more consumers to go out and purchase high-quality beef."

## A protein gathering in the South

Representatives from the packing, manufacturing and retail segments made their way to Atlanta for The American Meat Institute Foundation's (AMIF) Annual Meat Conference, Feb. 16-18.

Along with Tyson Foods Inc., CAB

► CAB contacted 29 Mom Central bloggers, inviting them to take an active part in the CBS show's culinary challenge. They sent packages that included two of the brand's sirloin tip roasts with recipes matching those featured on the show. A gift card to purchase ingredients, an apron and a magnet were also included.



sponsored a welcome reception where guests could sample products from the CAB Prime Natural line; carving stations featured split strip, prime rib and tenderloin.

Besides delicious food, attendees enjoyed a product-tasting reception that included the CAB brand, plant tours and a technological exhibit. CAB staffers, as well as delegates from each of the protein realms, enjoyed camaraderie and discussion.

Attending the event for the eighth consecutive year, Tara Adams, director of account marketing for the brand, says the meeting serves as a great avenue to interact with retail partners.

"Our goal is to keep the brand front and center with that audience and maintain

a leadership position with our current licensees, as well as interact with potential partners.”



### Arizona cattlemen’s workshop

With the dust of a new year settled, late January was the perfect time for a group of Arizona cattle producers to share, learn and grow.

At a gathering in Phoenix, Ariz., 80 cattlemen joined representatives from CAB partner Cattlemen’s Choice Feedyard, Zoetis, CAB and others to discuss increasing the profitability of beef cattle through management and marketing.

Conversation ranged from the current landscape of the food industry to specific production strategies to consumer demand.

Paul Dykstra, beef cattle specialist for CAB, provided attendees with a glimpse of the overall CAB brand experience, as well as genetic testing. He said there are always ways to increase the value of cattle, regardless of environment.

“There is no single silver bullet for creating a high-value calf. But good, well-rounded management and planning, whether it be genetics, nutrition, health or marketing — all of those together can combine to create that valuable calf,” Dykstra explained. “Particularly in an extensive management system, where some factors may be beyond our control, steps can be taken in an attempt to build a management résumé for a set of calves that will hopefully be rewarded.”

Producers left enlightened and encouraged, taking tangible knowledge back to their ranches.

### Keep only the best

When it comes to culling cattle, Terry Walter takes no prisoners.

After many years of developing a herd with sound Angus genetics, the challenge can be finding which ones, if any, to cut out the gate.

Walter, of Hudson, Colo., whose children will be the fourth generation on the land over which his late grandfather toiled, enlisted the use of CAB’s GeneMax™ (GMX) to help

settle the score. For the second year, Walter used the DNA-based test to measure gain-and-grade potential in his herd of 300 commercial Angus cows.

“We’re trying to get rid of the calves that are not efficient, those on the bottom end, but there aren’t very many,” he says.

Still, he has a plan. Two or three generations of culling the lower-scoring GMX-tested heifers and using a focused artificial insemination (AI) program should lead to more cattle qualifying for CAB and CAB Prime.

It’s a simple plan, he says. Walter pulls blood samples when the cattle come through the chutes for routine checkups.

“Cattle people have a lot of awesome tools at our disposal right now,” he says. “It’s about being proactive.”

Managing another herd of 300 registered-Angus cows in tandem with the commercial cattle, docility is at the forefront for Walter, but gain and marbling don’t take a backseat.

“What GeneMax is doing is speeding



► CAB’s Education & Culinary Center recently hosted Doreen Colondres, whose Latina-targeted blog, “The Kitchen Doesn’t Bite!” reaches more than 10,000 readers. She discussed food photography and recipes with CAB staff, who armed her with beef knowledge and established a resource relationship, reports Melissa Brewer, CAB director of public relations.

up decision-making on our animals and their progeny,” says the Colorado cattleman. “Nothing is ever 100%, but the farther we get down the road, the more predictable we can get.”

Walter looks forward to the day he will look out on his pastures to see an entire herd of GMX-tested cattle.

“That will be the day I won’t be letting them go,” he says.



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

**Table 1: Targeting the Brand Honor Roll**

Targeting the Brand Honor Roll is a monthly report for *Angus Journal* and other media to highlight groups of at least 30 cattle harvested by CAB Feeding Partners that are at least 40% *Certified Angus Beef*® (CAB®) and Prime with 10% or fewer “out” cattle [heavy or light carcasses and Yield Grade (YG) 4] and 0% no-rolls, Standard or A grades, dark cutters or YG 5s.



At least half of the cattle in a group must be eligible for CAB (>51% black-hided). Groups that meet the 40% criteria but fall short in other areas may be listed as an Honorable Mention.

Previously known as the “30.06” program (for 30% CAB and Prime with 6% “outs”), this feature has been adjusted to reflect a higher percentage of cattle qualifying for CAB in the marketplace and tolerance of a trigger level of outs on some grids.

Licensed CAB Feedlot	Sex <sup>a</sup>	Head	%CAB	%Prime	YG1&YG2	YG 3
McPherson County Feeders Inc.	S	87	43.02	0.00	35.63	56.32
McPherson County Feeders Inc.	H	65	42.62	0.00	58.46	36.92
Beller Feedlot	H	89*	40.45	3.37	58.43	36.00
Honorable Mentions	Sex <sup>a</sup>	Head	%CAB	%Prime	YG1&YG2	YG 3
Beller Feedlot	M	94	55.17	5.32	46.8	41.5
Beller Feedlot	H	87*	43.68	1.15	47.1	40.2
Chappell Feedlot	S	35*	42.86	0.00	17.1	71.4
Pratt Feeders LLC	H	200*	42.00	2.00	38.5	49.5
Pratt Feeders LLC	H	132*	36.36	3.79	37.1	53.8

<sup>a</sup>H=heifers; M=mixed; S=steers.

\*Indicates 100% CAB eligible. All acceptance rates figured on eligible portions.

Call 785-539-0123 or visit [www.cabfeedlots.com](http://www.cabfeedlots.com) for a complete and current list of feedlot licensees.