



# Brand News

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

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## Blogs:

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

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## Barbecue bonanza

Like an athlete in the offseason, there's no better time to hone your skills than months before it's "game on" and you're about to take to the field or grill.

Legendary pitmaster Mike Mills, of 17th Street Barbecue, welcomed barbecue athletes and fans to his annual Whole Hog Extravaganza/Brisket Bonanza in Murphysboro, Ill. This time the January event included the *Certified Angus Beef*® (CAB®) brand as a coach.

Attendees ranged from a successful restaurateur in the Northeast, with 12 chains to his name to "a guy whose wife got him the ticket so he could learn from the masters," Chef Michael Ollier said. CAB's senior corporate chef, together with Diana Clark, meat scientist, spoke about the brand's role in the barbecue world. They revealed a few more avenues to explore, too.

"We're not going to knock brisket for being the king of barbecue," Ollier said, "but let's talk about some other cuts that have potential."

Four dressed whole hogs lay in front of the audience as Mills and other barbecue colleagues talked about the importance of the show aspect of a barbecue competition while still ensuring quality going into the product. Ollier and Clark showcased a modified beef forequarter with the rib removed.

"The barbecue world is pretty pork-centric, so we look at how we can be of value to these people. It's really by giving them a chance to step into the shoes of a



packer and see where the brisket comes from or be a resource beyond just brisket and short ribs," Ollier said.

"We kept it simple with beef education and stressed how we are owned by farmers and ranchers," Clark added, noting many attendees were under the false impression that the brand was a mega corporation. "It felt good to clear the air."

Not to mention that it increased the drive for more of the best beef.

"We wanted to tell them about our end meats. There's great availability of these cuts, and many of them are convenient and easy to

smoke," Clark said. "If we can get them to utilize or drive demand for some of these other cuts, we can increase the value of Angus cattle."

Historically, quality was never a focus of barbecue events, Ollier said. A braising technique naturally fit the brisket's role as a locomotion muscle; low and slow was the way to go. Now, quality is evermore a discussion with marbling at the forefront.

"The barbecue culture, the grassroots of it, it feels so natural for us to talk about it and be a part of it at CAB," Ollier said. "Everybody's welcome to the table there, and everyone's looking to up their game. There's a focus on how much high quality you can put in a product"

Angus ranchers know the answer.



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



### Brand mentions

The brand plays an active role in the marketing needs of its 17,000 licensees around the world, but a surprise still calls for celebration.

In the recent issue of *Progressive Grocer*, highlighting the 2017 Outstanding Independents, two retailers candidly shared the good news of CAB.

“Superlo Foods has the brand name in their story and this is a success they captured on their own,” says Crystal Meier, senior corporate communications manager for CAB.

Mark Gwin, product integration manager for the brand, says that’s the retailer with seven stores in Memphis, Tenn., that effectively shows how differentiating with quality products can compete against larger chains.

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### Meanwhile at the ECC

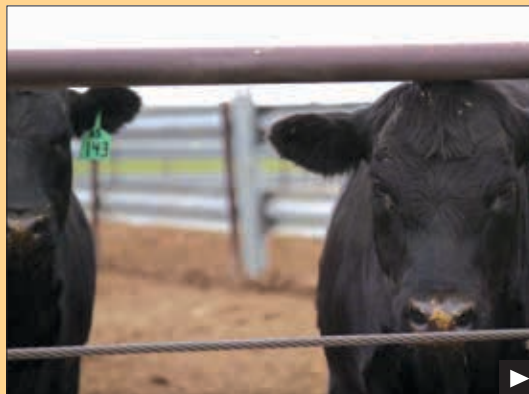
Since its establishment in February 2012, the CAB Education & Culinary Center (ECC) has served as a unique gathering place. Partners in and outside of the beef industry are gaining insight into the brand and the quality beef that defines it.

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.

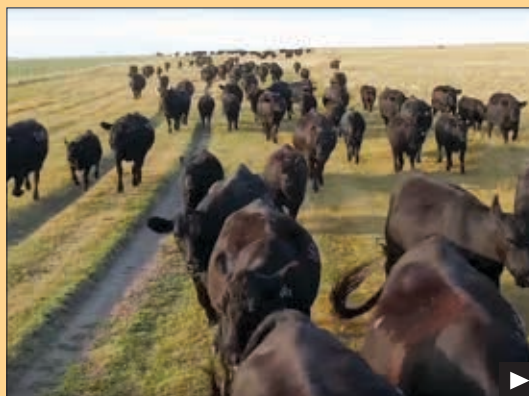
- ▶ Kari Underly, Feb. 13-14
- ▶ Cleveland Chefs, Feb. 16
- ▶ Fleming’s, Feb. 19-20
- ▶ Dutch Creek Foods, Feb. 21
- ▶ The Ohio State University, Feb. 22
- ▶ ATI Meat Class, Feb. 23
- ▶ ATI Animal Science Class, Feb. 28

### 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.



Braden Schaal, owner and manager of Schaal Cattle Co., talks about the selection and breeding technologies that have improved beef quality in his commercial Angus herd. Here’s the clip: [https://www.youtube.com/watch?v=jDAvi\\_PYWks](https://www.youtube.com/watch?v=jDAvi_PYWks). See the story on page 148.



Robbi Pritchard, distinguished professor of animal science at South Dakota State University, discusses cattle finish and how that has changed over time. Here’s the clip: <https://www.youtube.com/watch?v=wNFpmlHwRIY>.



Herb Holzapfel, Willows, Calif., talks about using artificial insemination and the Angus breed to create a uniform product for the next owner, all the way to the consumer. Here’s the clip: <https://www.youtube.com/watch?v=HkrctECxKvc>.



CAB President John Stika breaks down the sales numbers and talks about what cattlemen have done to make it possible. Here’s the clip: <https://www.youtube.com/watch?v=mFXaf0Ln7ZA>.



Not only does it drive demand, but this kind of confident marketing shows Angus producers there is a continued need for cattle that will keep on supplying the brand.



**Beef for breakfast, lunch and dinner**

That plan kept cattlemen happy during the Cattle Industry Convention & NCBA Trade Show that kicked off February in Nashville, Tenn. Throughout the event, attendees got to enjoy 10 different CAB brand options, ranging from a country-fried steak to egg-and-gravy biscuit to tenderloin crostini and short-rib sliders.

"This is the largest gathering of the entire cattle community during the year, so it's one we certainly want to have a presence at," said Danielle Matter, the brand's senior events and education manager. "Education is such an



► Slicing and dicing, oh my! The 12th class to take part in the brand's Masters of Brand Advantages curriculum was in Wooster for the Meat Lab Session. There's a burger competition, a meat-a-thon, and plenty of chances for these sales folks to sharpen their skills.

important part of our mission, so it works out nicely that we can provide the beef options during Cattlemen's College® activities, when we have so many producers gathered to learn from speakers and each other."

Feeding more than 9,000 convention-goers is quite an undertaking, but Matter says comments were positive.

"That's when the versatility of the CAB product really shines," she said. "It holds up, providing delicious selections even when held in warmers and served in a trade-show setting."



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