



Brand News

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

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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.

Now, the U.S. Roundtable

Conservation, stewardship, looking ahead — those aren't new concepts to cattlemen. However, the rising tide of sustainability as a consumer topic meant it was time to better share what ranchers have been doing and will continue to do.

An extension of the Global Roundtable for Sustainable Beef (GRSB) that Certified Angus Beef LLC (CAB) joined last year, the U.S. Roundtable for Sustainable Beef (USRSB) was born March 3, 2015, with CAB as a founding member. The multi-stakeholder group will “identify sustainability indicators, establish verification methodologies, and generate field-project data to test and confirm sustainability concepts for use throughout the United States.”

The next step would apply a broader concept to U.S. production systems.

“We know this whole topic is an awfully important one,” says Mark McCully, CAB vice president of production. “It can be a very confusing term that gets thrown around without a lot of definition or parameters. We wanted to make sure the word gets defined and used in a way that’s responsible and in line with what is truly a sustainable beef production system.”

The 2015 Power of Meat study called sustainable meat and poultry a “mega trend,” with 41% of shoppers “very interested.”

Noting that is nearly half, McCully says, “We think about quality every day, and it’s time to communicate that with consumers.”

It’s time to shore up sustainability with action, too, he adds. “We can’t just say it. We have to measure and quantify how

we’re showing continuous improvement. Perhaps there’s not an ultimate finish line, but it’s about being better than we were and continuing to work to improve the future.”

Hosting #Foodiechats

Cell phones at the dinner table? Not advised at many a Southern sit-down, but all rules were “off the table” when it came to a recent social media event in South Beach, Fla.

Miami’s culinary hotspot was home to the 14th annual Food Network & Cooking Channel South Beach Wine & Food Festival that saw more than 60,000 passionate patrons at its 75 events.

In anticipation, the *Certified Angus Beef*® (CAB®) brand hosted its first-ever live #Foodiechats at a live Twitter party with #Foodiechats founder and CEO Steve Green and a dozen local media. Licensed partner Meat Market was the gathering spot and CAB the feature as warm ocean breezes and Miami’s night scene made for a food blogger’s photo-backdrop paradise.

The increasingly popular hashtag is an



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

unbiased online Monday-night forum to discuss, share and retweet comments based on 10 questions related to the weekly sponsor.

From Toronto to Hong Kong, Twitter was abuzz with followers answering beefy questions like, “Sizzling steak or gourmet burger?” or “When it comes to cooking beef, what’s your biggest challenge?”

With #Foodiechats reaching more than 1.5 million consumers, many of the night’s 3,039 tweets included the CAB hashtag #GoRare as part of the overall effort that allowed the brand to see which topics really connected with core CAB consumers.



Inspire, create, produce!

Foodservice partners set records in attending the 2015 CAB Specialist Seminar in San Diego, Calif., where the forecast for Feb. 16-17 called for offshore breezes that could blow in fresh solutions with blue skies yielding bright ideas.

That was on target for specialists who shared in the training and learned about merchandising tools, along with CAB’s restaurant-licensing program, the new “Heritage Campaign,” research data and “local” ideas.

CAB Vice President of Business Development Mark Polzer says he sees signs of the industry starting to bounce back.

“We’ve always talked with our foodservice partners about how we understand what a difficult industry it’s been since the recession,” he says. “You’re forced to somehow try and come up with profitability that’s the same as a year ago, based upon fewer customers. That becomes very difficult.”

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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.



Arizona rancher Chuck Backus spoke at the National Angus Convention last fall. He included comments about efficiency and beef cattle. Here’s the clip: <http://youtu.be/oWSqFbBJ5Qc>.



Bronc May, of Simplot Land and Livestock near Grandview, Idaho, talks about managing risk through good herd health. Here’s the clip: <https://www.youtube.com/watch?v=WmHR3rrBnDo&feature=youtu.be>.



Scott Brown, University of Missouri ag economist, talks about high-quality as a risk-management strategy for the beef industry. Here’s the clip: <https://www.youtube.com/watch?v=onYXd0hfn1g>.



Oklahoma animal scientist Deb VanOverbeke recently co-authored research on consumer trends in the beef business. Here, she shares the findings. Here’s the clip: <https://www.youtube.com/watch?v=2p-nTNfjCIM>.

Still, he noted foodservice brand sales tonnage has grown for five consecutive years. With record-high prices throughout the beef supply chain, Polzer calls the sustained uptrend in sales a testament to the power of dependable quality at each step.

“We don’t need Select cattle,” he says. “We’ve been raising to the higher quality levels in response to economic signals — the degree of genetic change in our cow herd across America is just amazing.”

Specialists in foodservice have common ground with ranchers through CAB, Polzer says.

“Here’s a group of cattlemen that have put together the genetics that allow CAB to continue thriving in times of difficulty, and it’s the same with our specialists. It’s one camaraderie. They come together with a singular focus on the brand.”

Gulfood Gala

Enriched in Middle Eastern culture and 25 years of tradition, the Gulfood show in Dubai in February is the world’s biggest annual food and hospitality showcase, a trade and sourcing platform where international flavors meet world-class business in a sumptuous setting.

Heads of state, ministers and government

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 column within Brand News will help keep producers current on recent events there.

- ▶ Sysco Central Pennsylvania, March 3-4
- ▶ Connor Sigma, March 5-6
- ▶ Annual Conference Production Meeting, March 9
- ▶ Sysco Cleveland Country Club Chefs, March 16
- ▶ NCBA/Beef Innovations Group, March 17-18
- ▶ Performance Food/Roma, March 19-20
- ▶ MBA 8.3 Graduation Week, March 23-27
- ▶ Sysco Healthcare Customer Event, March 30-31

officials from more than 21 countries attended with foodservice and retail distributors, restaurants, exporters and beef packers.

CAB’s effort to utilize the show as a platform to connect with as many Middle Eastern licensed partners as possible sparked the idea for the gala. Atop the outdoor roof of the Marriott Al Jaddaf and overlooking

the Dubai Business Bay Skyline, the goal was to build brand partners and develop a higher level of engagement with those active in the market. Based on the “Heritage Campaign,” the environment was comfortable, the décor simple, country and elegant. The sun set on a successful evening.

Unprecedented, “This event was really bringing everybody together for the very

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. Fulfilling more than a job description, they’re on fire about the work they do.

Meet Brent Eichar

If there’s a hat to be worn, Brent Eichar likely has it on.

Meat cutter, general contractor, accountant, confidant — the list only continues.

It was 1987 when the now senior vice president began his tenure with CAB. Fresh out of college he brought with him a background in food science, but observing him nearly three decades later, it’s difficult to find a category that fits.

First came assistant director of retail, followed by a stint in what would ultimately lead to today’s brand assurance division. A trademark lawsuit put him in the role of temporary legal advisor, which led to filling a need for an accountant/financial planner. All would culminate in today’s status as senior VP, but not before the Ohioan took lessons from each role and applied them to his current role, demonstrating that one can, in fact, find success in something that was never quite anticipated.

“Could I have ever perceived or dreamed this job? The answer is no,” he says. “The answer is absolutely never could I have envisioned what it would become.”

So what did it become? Ask him yourself and you’re likely to be met with the same humility he brings to work each morning. What he’ll refer to as simply “stumbling into a position,” those close to him will say there’s no one better suited for the role.

He’ll credit the leaders who were willing to let him try, trust him to make the right decisions and have his back if he made the wrong ones. Then he’ll draw attention to the team.

“I’m like an academic advisor working for the ultimate university in the world,” he says, “because I just get to work with people to be their best and to drive this brand.”

Removing barriers, stimulating ideas, motivating people — that’s what Brent calls “work,” if you can ever catch him using the term. It’s about putting people in the right place to have a successful

career and life and then getting out of the way to let them do it.

“When you hire the right people, you turn them loose on an opportunity,” he says. “You support and guide them. You don’t manage; you lead and create possibilities. It’s more than just a boss. It’s a relationship.”

To read more about Eichar and others dedicated to the beef industry, check out <http://cab.info/1w9>.





first time,” says Jessica LoPresto, CAB international executive account manager. “The atmosphere was so critical.”

With the Middle East identified as a growth market for the International team,

key to the night was the idea of collaboration. A goal was to establish that “when you come to CAB, we learn from one another and work together.”

Additionally, it served as a catalyst to present two new programs: the CAB Middle East Specialist Seminar and an International Masters of Brand Advantages (MBA) Program.

Ali Noor, Kaylani Food Center’s international marketing and business development director and Jordanian CAB partner summed it up: “We are very happy and pleased at the CAB events and those being planned. This will be extremely helpful as CAB develops its strategy for our region.”



Editor’s Note: *Laura Conaway is a producer communications specialist for CAB.*

