



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.

CAB heats up in Alaska

Residents of The Last Frontier can be first in line for the *Certified Angus Beef*® (CAB®) brand this summer after a spring “fold out” from brand partner Sysco Seattle (Wash.), which had grown beyond colossal size after a decade of growing business in the huge state.

Sysco Alaska, based in Anchorage “is now its own stand-alone operating company, so we’re going up there to officially launch the brand with them,” says Heidi Schroeder, Certified Angus Beef LLC (CAB) executive account manager for the region.

A June sales meeting will cover everything CAB — from fabrication in a mobile meat lab to the 10 specifications and licensing.

“We’re going to get them excited and enthusiastic about integrity and their responsibility for brand assurance — all the things they’ve been a part of, but now are more directly accountable,” she says.

Alaska’s tourism season (mid-April to mid-September, weather depending) makes for a more focused, seasonal brand presence in restaurants and retail stores. Institutions feeding the state’s gas and oil industry workers continue to be a source for large product orders.



Don Ellis

Master of Brand Advantages - Class of 2014

“You’ve got a full spectrum,” Schroeder says, “There’s just so many great outlets that are a natural fit for the brand.”

Tying those initiatives together is Don Ellis, a recent graduate of CAB’s Masters of Brand Advantages (MBA) program, director of sales for the Alaska distribution branch.

Bull sale connections

Recent trips to Oregon and Montana provided opportunities in the mountain valleys to talk about beef prior to bull sales. Paul Dykstra, CAB beef cattle specialist, says presenting at such events helps connect breeders and their bull customers to consumer trends while creating an opening for dialogue.

Topics of discussion included current industry dynamics such as the great value differences between visually similar pens in the feedlots and packing plants. Dykstra showed slides of several groups of cattle on feed and summarized in closeouts and carcass data to demonstrate the surprising variability. Bull sales often make cattlemen think about genetic solutions to those problems.

Alberta feeders think quality

The last day of March found scores of Canadian cattle feeders in Lethbridge, Alta., where the “Maximizing Innovation for Profit” seminar focused on the high-quality target. CAB has been in the Canadian market and produced there for 15 years, accessing 85% of the nation’s cattle. Producing and selling the U.S.-based brand in Canada has been a win-win for all, says Larry Corah, special projects consultant for CAB, who spoke at the seminar, along with Canadian feedlot partners.

Spring photo contest

It was a long, hard winter for most, so when spring finally arrived toward the end of March, it seemed only fitting to get the cameras out and capture its welcome. To honor the eternal promise of milder

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temperatures and greener grass, the Black Ink social media team offered CAB grilling incentives to get everyone in on the fun.

Fans submitted photos to the album “Spring is Sprung Photo Contest” (still available at Black Ink from the *Certified Angus Beef* brand on Facebook), and viewers indicated their preference by “liking” their favorite spring shot. After nearly a month of voting, the top five photos won prizes. Kassidy Bremer won by capturing a first moment between a cow and calf.



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.

- ▶ Meijer photo and video shoot, April 1-3
- ▶ HEB Mexico Annual Meeting, April 8
- ▶ ATI/OSU Beef Grading Class, April 9
- ▶ Sysco Cleveland Customer Event, April 13
- ▶ Smashburger, April 17
- ▶ International Chef Tour, April 23-24
- ▶ Matchbox Restaurant, April 27
- ▶ National Media Event, April 30

Behind the Beef

One of the fortunate parts of a company that’s 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 Kenny Montgomery

Kenny Montgomery is a cowboy. The definition fits him well, too. He’s tough, unassuming, resilient — the kind of guy you could ride around with in the pickup, the one you want on your side.

Maybe that’s why Pratt Feeders has made him a part of their team for so long. The chance occurrence of a mutual friend’s wedding put general manager Jerry Bohn in the same room with this soon-to-graduate animal science senior. A short conversation and nearly 18 years later, the men still work together to finish cattle at the prominent feedyard.

There’s more to it than chance, or even placing your bets on DNA and hoping for the best. As far as sorting cattle for the grid and collecting data for CAB, “It’s trying to manage each animal to their full potential for their owners,” Montgomery says. “How can we get them to generate the most, and be able to relay carcass data back? I just feel we can optimize each animal’s performance.

“It’s an ongoing deal. You continue to strive to want to learn more, want to do more, to help people in the beef industry.”

That industry is layered with passion;

people wanting the very best for the cattle and beef they place in the market, so Montgomery’s role is crucial. Each day is spent working that much closer to goals cattlemen set before their calves arrive at Pratt.

This thought is not lost on the cowboy. Growing up playing basketball in small-town Oklahoma, he learned a thing or two about teamwork and how it can lead to success. He applies that at Pratt as he works alongside his team rather than in front of or from an office desk.

“You get a lot more buy-in if you’re willing to roll up your sleeves and jump in and help them instead of just saying, ‘You’re here until it’s done,’” he says.

It’s about having respect for the people you lead. For Montgomery, that’s a crew of 12 — pen riders, processors, part-timers — they’re responsible for cattle coming in, going out and everything in between.

“It takes everybody to do it. Everyone’s role, from the water-tank washer to the general manager; nothing works without one piece of that being accomplished along the way.”

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

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.



No cattle feeder should head into summer without a heat-mitigation plan, says Terry Mader of Mader Consulting LLC. Cattle feeder Anne Burkholder of Cozad, Neb., shares how they put that kind of plan in place. Here’s the clip: <https://www.youtube.com/watch?v=Wvji81GqZzw&feature=youtu.be>.

(See “Plan for the Heat” on page 88 in this Angus Journal for more information.)