



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

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

Justin Sexten, director
Marilyn Conley, administrative assistant
Kara Lee, production brand manager
17309 Dakota Dr.,
Leavenworth, KS 66048
Paul Dykstra, beef cattle specialist
782 5th St., PO Box 856,
Chappell, NE 69129
308-874-2203

Larry Corah, retired, consulting

INDUSTRY INFORMATION DIVISION

Steve Suther, director
16360 Victory Rd., Onaga, KS 66521
785-889-4162
Miranda Reiman, assistant director
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
Supply Development:
www.blackinkwithCAB.com

Twitter:

@BlackInkBasics
@CertAngusBeef



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<http://pos.certifiedangusbeef.com>.
For recipe ideas, storage and handling tips,
restaurant listings, retail store locations
and cooking information, visit
www.certifiedangusbeef.com.



Video shares Nebraska feeder's life

A mom. An American. Someone who cares where her food comes from.

These are the common threads that the *Certified Angus Beef*[®] (CAB[®]) team hopes viewers recognize when they watch the video created with cattle feeder Anne Burkholder of Will Feed Inc. at Cozad, Neb.

"I don't view them all as one large group," she says of her cattle. "I view them as a group of individuals, and we try to offer unique and individual care so that they all do the best they can." A drone provides aerial views of cattle roaming the pens.

"Our customers — chefs, salespeople and grocery stores — are so interested in how beef is raised," says Deanna Walenciak, CAB's director of marketing. "We love taking them to visit the farms and feedyards, and when we do they are blown away with the people and how much care, as well as science, goes into raising great beef."

The six-minute segment covers everything from manure management and animal handling to health and nutrition. One of Burkholder's three daughters and her veterinarian also make an appearance.

"It brings Anne's passion for what she does to life in a tour format," Walenciak says, noting it's a complement to the ranching videos available as part of the brand's Heritage Campaign. "The feedyard is probably the area where consumers have the most questions, and it's often the most misunderstood. Grain finishing is such an important step in reaching the high-quality CAB target."

Cost and logistics make it impossible to bring every group to the feedyard, so the video helps fill the gap. It will be available on the brand's YouTube channel, but is primarily being shared as part of events and training for those with a direct link to the end user.

Burkholder also posted it to her "Feedyard Foodie" blog in April.

"I would really like people to trust me, and I know that's hard to do because you don't know me," the producer says, "but we have dedicated our lives to try and be very meaningful contributors to the country that we love. People are very unique and diverse, and I think sometimes, as we celebrate that diverseness, we forget that at the very core of us, we're all very similar."

Readers of our digital edition can click on the photo to launch the YouTube video. Otherwise, the video can be viewed at <https://www.youtube.com/watch?v=URoYTM8pflw>.

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

Recipes, downloads and traffic, oh my!

The Internet is a realm of seemingly infinite information and varied truth where it's hard to make your mark, but CAB has gained a foothold in the abyss, according to analyses of first-quarter 2016 consumer traffic. Reports show nearly 1.5 million page views to www.certifiedangusbeef.com, led by visitors from California, Texas and New York.

Most users access the site via mobile devices, and "The Basics of Beef Cuts" remains the most visited page. As far as recipes, results show people are most interested in roasts, specifically — and as usual — from the chuck and tri-tip.

"It's been that way for as long as I can remember," says Margaret Coleman, CAB director of digital platforms. "People want information about cuts of beef and we have built significant equity around key search terms, ranking us favorably in Google searches."

The brand also put a major focus on roasting in social media efforts after its Roast Perfect app debuted last September, she notes. Downloads for the app hit 40,000 in the seven

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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 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.

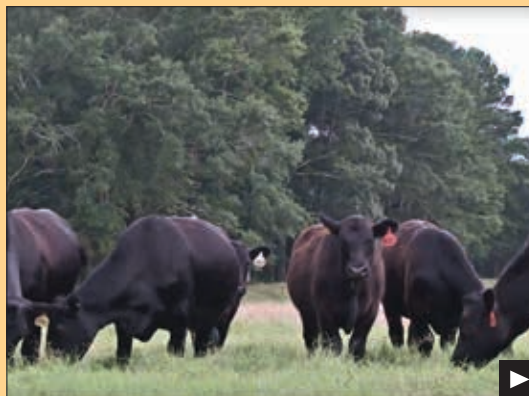
- ▶ American Angus Auxiliary: Women Connected Conference, April 2-4
- ▶ Sysco Central Pennsylvania, April 5-6
- ▶ Ill Forks, April 6-7
- ▶ #FoodieChats, Steve Green, April 8
- ▶ Northeast Regional Sysco Management Teams, April 11-12
- ▶ Saltgrass Group, April 13-14
- ▶ Atlantic-Columbia, Susazon and Mercarne training, April 14-15
- ▶ Sysco Spokane Leadership Retreat, April 17-20
- ▶ Buehler's Shareholder Group, April 19
- ▶ Int'l Chef Summit, April 21-22
- ▶ Independent Meat Co. Event, April 25-27
- ▶ HEB, April 26-27
- ▶ Sysco San Francisco, April 28-29

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 ...](http://www...)) for each video is also provided for our print edition readers.



Jerry Bohn of Pratt Feeders, Pratt, Kan., discusses the 2016 feeder-cattle market and the importance of limiting risk with healthy calves entering the feedyard. Here's the clip: <https://www.youtube.com/watch?v=SlugMFyr6Gc>.



Larry Corah, recently retired Certified Angus Beef LLC (CAB) vice president, discusses the improvement in Southeastern cattle and how the whole community can keep on the upward trend. Here's the clip: <https://www.youtube.com/watch?v=OMK-Lqfcnk>.



Dan Halstrom, U.S. Meat Export Federation (USMEF), explains the importance of the Trans-Pacific Partnership (TPP) as it awaits Congressional approval. Here's the clip: <https://www.youtube.com/watch?v=qOGenMJ3Z4>.



Steve Suther, director of industry information at Certified Angus Beef LLC, discusses results of a packer survey that shows packers paid a record \$51.8 million in grid premiums for hitting the CAB target in 2015. Here's the clip: <https://www.youtube.com/watch?v=hj9TgrthLo>.

months since its launch, and that grows with peaks on weekends when users have more time to focus on meals. Roasts are a popular retail feature because of their affordability and versatility.

Other than roasts, the most viewed recipe on CAB's site is the Classic Pan-Seared Ribeye Steak, helped along by a video how-to that makes it highly shareable and easy for the consumer to use, Coleman says.

"It takes that identifiable cut and combines it with the great technique of using your cast iron in your house, not having to fire up the grill," she says. "It's an awesome classic."

The CAB team is developing more recipes with enhanced instructions to provide tangible depictions of how to prepare beef, Coleman says. "It's exciting!"



Instagram in NYC

If you strolled down East 26th Street in Manhattan (New York City, or NYC) on a particular April day, you may have borne witness to a group of millennials snapping pictures of elaborate beef dishes. It's an Instagrammer's paradise. In a city that boasts many things — space not one of them — an expansive window at Black Barn gives a glimpse of the impressive dimensions, and allows in just the right amount of natural light.

Black Barn is a dream come true for childhood friends Tom Struzzi and Chef John Doherty. After his stint as the youngest and, ultimately, longest-serving executive chef for New York's Waldorf Astoria, Doherty worked as a consultant. Until he brought to life the concept restaurant that delivers seasonal, rustic fare by way of a modern farmhouse feel. Before, now and in-between

the restaurant's 2015 opening, Doherty has always served CAB.

"This was a really nontraditional media initiative for us," Mary McMillen says of the Instagram Influencer Event that invited select NYC-based media to experience the Chef's Table, featuring select CAB cuts. McMillen, CAB's director of public relations, says the idea was to support a chef who has been a longtime unofficial spokesman for the brand. Plus, people like to dine in NYC, and Black Barn has created a buzz easily heard above the city's sounds.

Highlighting Chef Doherty's signature best-selling Chipotle-Orange CAB-brand Ribs, one of many objectives was to cultivate social media buzz around the brand and communicate the visual story involved in meal preparation and detail.

"Those in attendance had the chance to taste the dish, served family style, and then take pictures of the same dish under that great big window," McMillen says.

For a closer look, search Instagram hashtags for #certifiedangusbeef and #gorare, for handles @certifiedangusbeef and @blackbarnrestaurant.

Auxiliary "Chopped Challenge"

American Angus Auxiliary women had the chance to get creative in the kitchen while

visiting CAB's Education & Culinary Center (ECC) this April.

Part of the Angus Women Connected Conference was a "Chopped Cooking Challenge" alongside CAB chefs. Participants gained culinary experience while working in cooperation with some of the best in the business.

"You learn more and it's more fun to learn when you are hands-on," said Deanna Walenciak, director of marketing for the brand.

Women were divided into six different teams and assigned a mystery basket, each with a variety of contents that included a different cut of beef and ingredients to incorporate into each dish.

"One basket had chocolate-covered almonds, another had a yellow cake mix and one had a spaghetti squash," Walenciak said.

Teams had an hour and a half to prepare a meal using the beef and ingredients included in the baskets. Once prepared, they voted for their favorite meal to win the competition.

CAB Chef Peter Rosenberg assisted some of the women with helpful tips and tricks for how to prepare each dish.

"Their meals turned out fantastic, and they had a lot of fun making them," Rosenberg said. "These ladies worked well together and were extremely organized and prepared."

Story behind the numbers: 118

There's always a reaction.

From faraway adventures to in-state meetings, when it comes to mentioning employment with the CAB brand, it usually garners a smile.

It's another response, however, that is often just as frequent: 118 people make up the brand's inner workings.

"It definitely comes down to the audience," Senior Vice President Brent Eichar says of how people respond to the number of full-time staff. For some, it's a shock that so few have such an impact. For others, it's a surprise that so many are committed to the success of the thousands of partners that comprise the entire beef chain.

With 94 in Wooster and 24 out and about, there are scientists and secretaries, planners and public relations specialists, even chefs and writers, too.

"For our licensees, it's about the 118 people who wake up every morning to help them grow their demand, their profitability in sales — ultimately achieving our mission," Eichar says. The brand has been "intentional" in its response to the outside growth by strengthening skills on the inside.

Comparing years past, he'll say today CAB is "more nimble, more custom and quick — both in number and in skillset of those on our team — we're involved that much deeper with our partners in their businesses, helping them grow and be successful."

It's the partnership, though, that deserves the recognition.

"We may be the cheerleaders and the pep squad, but at the end of the day we rely upon them to play the game out on the field," he says. More than 17,500 businesses comprise the team of licensees spanning 53 countries.

"We're here rooting them on, providing them with training and resources to make them a better team, but ultimately, without our strategic partners across this country, we could never achieve what this brand's been able to achieve."



Of course, after the event they took those tips and tricks home.

“I think it is cool for cattlemen and women to experience what we do with chefs every day to create more demand for their product,” Walenciak said. “I hope they got some cool ideas for dinner and fun things to do in the kitchen back at the ranch.”

CAB creates sales manual

In the same fashion as its *Best Practices Manual* for producers, a *CAB Sales Marketing Best Practices Manual* has been developed for staff use. It’s an effort to further drive marketing and sales with existing and potential partners.

In extensive detail, the manual provides options and ideas to serve restaurant, retail and foodservice distribution accounts most effectively. From social media opportunities to outreach and events, the manual catalogs what CAB can provide through staff and other resources.

The internal tool was created to serve as a reference guide to learn from and build upon when engaging with accounts and responding to their individual needs.

Rancher a hit in Napa Valley

The annual Flavor Summit, hosted by the Culinary Institute of America (CIA) is an



exclusive event that brings 30 to 40 high-level executives from around the world together to talk food trends and strategies for the year.

“It’s a very targeted group of people,” said Kelly Murray, CAB assistant director of foodservice marketing, “traditionally comprised of decision makers and customers who are putting out high quality, high quantity.”

CAB brand ambassador Chef Josh Moore of Volare Italian Restaurant, Louisville, Ky., and California Angus rancher David Dal Porto also made their way to the heart of Napa Valley for the three days in Saint

Helena, Calif. CAB’s 45-minute sponsor session drew attention to the personal commitment throughout the beef chain, from rancher to restaurateur.

“Our focus was to showcase the passion of the barn and the passion of the kitchen and show how they work together to create an incredible dining experience,” Murray said.

Moore and Dal Porto spoke to that effect before a live cooking demonstration.

To the room of resort, cruise line, independent and corporate restaurant groups, Dal Porto shared his passion for what he does on the ranch and how he gets excited to hear what chefs are doing with the product after cattle leave his care.

That excitement carried over as questions from the audience — a range from grass-fed vs. grain-fed beef to animal husbandry — carried on well past the allotted time.

“He was highly sought after,” Murray said. “We’ve always brought a chef, but this was the first time to introduce a rancher, and it was a success on all accounts.”

An ultimate goal of sales and business development, education ranked high on the list, as well.



Editor’s Note: *Laura Conaway is producer communications specialist for Certified Angus Beef LLC.*