



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 recipe ideas, storage and handling tips,
restaurant listings, retail store locations
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www.certifiedangusbeef.com.

One vision, two brands

Picture this: A worldwide brand dedicated to quality beef since 1978, partnering with a Western U.S. brand committed to quality since 1937, both telling a story through their beef products. What do you get? The *Certified Angus Beef*® (CAB®) brand, brought to you by Harris Ranch Beef Co., of course.

CAB welcomed the Harris Ranch senior management and sales teams from Fresno County, Calif., to the Culinary Center in Wooster, Ohio, this March to truly “kick off” the partnership that began last summer, according to Mark McCully, CAB vice president of supply.

“They came to really go through all of the nuts and bolts of how we work as a brand, specifically the resources that are available to them as a licensed partner, and how we work with their customers,” McCully said.

The unique story there is that Harris Ranch sources all their cattle from its feedyard next to the now-CAB-licensed packing plant, adding a local perspective for foodservice and retail clients across California.

“The specs on the product are the same as *Certified Angus Beef* out of any other plant, but there is a regionally sourced story that goes with it,” McCully said.

Common ground for independents

It takes all kinds of company structures to serve the foodservice industry. Some specialize in produce or proteins, some are independent and some are multi-branch, broadline distributors carrying a range of thousands of products. All are vital to getting CAB brand products on dinner plates today, but one has been in the picture since 1978.

“When we started, independent meat companies were all that existed,” says Tara Adams, CAB director of supplier and account marketing. “As the overall industry evolved, broadline distributors like Sysco and US Foods grew larger, but we still partner with some great independently owned companies.”

The brand hosted a “Chef Summit” in March for customers of those independent meat specialty companies, when 16 chefs from the eastern half of the United States and Canada converged on the Culinary Center in Wooster, Ohio.

Chefs broke down a side of beef as a guided

tour with CAB meat scientists and chefs. Then they teamed up to express their culinary expertise with underutilized cuts and unique ingredients such as corn chips, cake mix, beer and toaster pastries. The event culminated in a visit to a local Angus ranch to see the bigger picture of quality beef production.

In April, the brand reciprocated with a three-day event in Florida where 22 owners and presidents of the independent distributors gathered to network and share ideas.

“It all helps as we keep building rapport, communications and support,” Adams says.

New hire kit

When any foodservice distributor hires new sales staff, they need training to learn about what they will sell.

Part of their CAB licensing agreement requires that each one designate a CAB specialist to act as liaison between brand and distributor, says Kelly Murray. The assistant director of foodservice and marketing for the brand says new staff with the licensees receive a bundle of lessons on a steer-shaped USB drive, complete with videos, slides and lesson guides — five lessons in all.

“The goal is to get people who are brand new to the distributor up and running as fast

FULL DAY TRAININGS

Ranch Day
Take your team for a day on the ranch to understand the origin of some quality beef and connect and improve the connection to the industry back stop of the cow.

Meat Lab
Learn your cuts for a day in a hands-on setting. This is a great opportunity for your staff to learn about the different cuts of beef and how they are used in the industry.

ADVANCED, HANDS-ON TRAINING

Education and Culinary Center
Join us at our state-of-the-art center of cooking, nutrition and interactive learning. Each course at our center offers a combination of interactive topics designed to meet your individual needs and deliver results. Enjoy the Meat Lab experience on deliciously fresh steaks, or go full-circle in the kitchen surrounded by local sourcing.

Masters of Annual Advancements
As today's competitive market, your staff needs training to stay up to date on the latest in the industry. The Certified Angus Beef® (CAB®) Master of Brand Advancement (MBA) program delivers this master's level meat science, product knowledge, and practical skills. The MBA program includes an experiential lab portion at a local ranch. The result is three weeks long, spread over the course of several months, one week on a ranch, one week learning about cuts of beef and one week learning about the industry.

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

Meanwhile at the Culinary Center

Since its establishment in February 2012, the CAB Culinary Center 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.

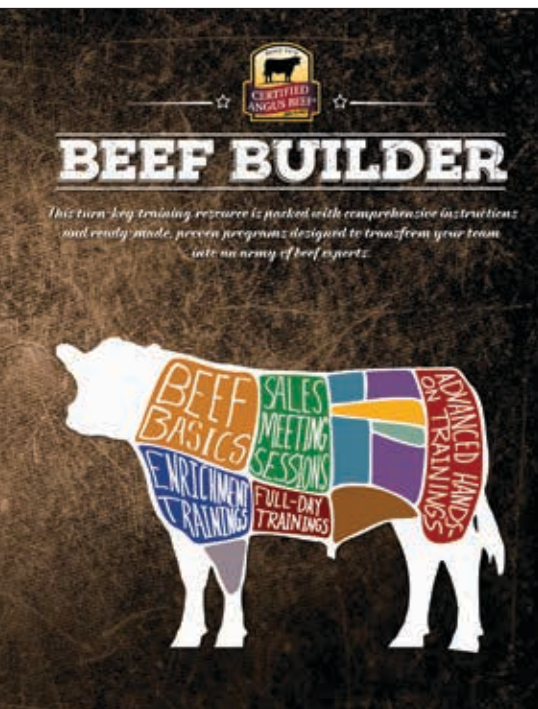
From cattlemen to media guests and scientists to chefs, more than 350 groups have visited the Wooster, Ohio, venue from all parts of the world. This column within “Brand News” will help keep producers current on recent events there.

- ▶ Giant Eagle Marketing Team, April 4
- ▶ Perini Ranch Steakhouse, April 4-5
- ▶ Saltgrass Steak House, April 6-7
- ▶ New Zealand producers, April 6
- ▶ Acme, April 7
- ▶ Strip Steakhouse, April 10
- ▶ Sonny’s BBQ and Restaurant Partners Procurement, April 12-13
- ▶ Tyson, April 18-19
- ▶ Cannon’s Chophouse, April 17-18
- ▶ Macgregors Meat & Seafood, April 19-21
- ▶ Sysco VIP Customer Event, April 24-26
- ▶ George Motz and Nick Solares, April 27

as they can, without going too in-depth and overwhelming them,” she says.

Lesson topics on core CAB information include: Brand Basics, Beef Production, Beef Cut Knowledge, Selling the Brand’s Benefits, and Brand Assurance and Licensing.

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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. Visit [www.cabpartners.com](#) or [www.angus.org](#) for more information.



Brandon Peterson of Peterson Angus near Alcester, S.D., talks about ways to get creative when starting a registered cow herd. Here’s the clip: <https://www.youtube.com/watch?v=H8vQJvku1s0>.



Dan Halstrom, senior vice president of marketing for the U.S. Meat Export Federation (USMEF), discusses factors that add value to and drive the market for U.S. beef exports to Asian countries. Here’s the clip: <https://www.youtube.com/watch?v=0BTdnHrzckA>.



Troy Hadrick of Faulkton, S.D., talks about how he’s used artificial insemination and GeneMax® testing to improve his cow herd and its offspring. Here’s the clip: https://www.youtube.com/watch?v=E3Xe6W4Kj_8.



Mark McCully, vice president of production for Certified Angus Beef LLC, talks about supply and demand of Prime beef and what that means to those who produce it. Here’s the clip: <https://www.youtube.com/watch?v=xis9gSbmQD0>.

Specialists are asked to review all elements of the beef cattle story and then relate that back to producers local to their companies.

“That helps them solidify the local element and really explain how it all comes together,” Murray says.

CAB still most recognized brand

It’s never too late to keep getting better. CAB is committed to staying at the forefront of consumer preferences and a new batch of research helps reveal how.



“We’ve conducted more research than ever before through focus groups and surveys in domestic and international markets,” Emily Whiting says.

The assistant director of research and account marketing strategy says that while brand recognition is fantastic, quality perception is the key. Among top competing brands, the CAB logo ranks 8.63 out of a 10-point scale.

“That ranking is very critical,” she says. “When they see our logo, they perceive the product that logo is on to be superior quality.”

Whiting says that’s been the case every time the brand was tested, but it’s important to note the score has increased with each test.

In light of continuing to understand the relevance and power of the brand, research also revealed that consumers are still willing to pay more for CAB. In fact, most of them (61%, an increase over 2013) say they will pay 20% more for a CAB brand item on a menu.

“At the retail meatcase and on the menu, as long as that restaurant or retailer promotes it as CAB, they can cash in on the value.”

In turn, that same value ends up in ranchers’ pockets.



► CAB’s Chef Tour kicked off April 18 in Omaha, Neb., for two days of immersion into the cattle business. Stops included a visit and chuckwagon dinner at Lienemann Cattle Co. and a tour of Weborg Feeding Co. with a packing plant visit in between. For most of the attendees, it was their first time inside a packing plant.

International exporters in Ohio

Business we call usual is not always the case overseas. For instance, exporters are the most common means of supplying muscle cuts to foreign markets, in turn making them a crucial part of the brand’s success.

CAB hosted the first Exporter Alliance Seminar in Wooster where nine owners and managers visited with a leader in the U.S. Meat Export Federation (USMEF) to discuss the future of international beef sales. Those nine sold CAB product into 60 countries that include Jordan, El Salvador, Lebanon and Jamaica in 2016.

Gebran Charbine, assistant director of international marketing strategy, said while the brand had a relationship with all in attendance, the purpose was to reacquaint for times ahead.

“We wanted to touch base, refresh their minds and break bread with them,” he says. “In a way, we want them to become specialists for the brand, aware of all the resources available to reach their customers.”



Export sales represent about 10% of CAB business, but that reach can come from a small group.

“Exporters, they hit retail, foodservice, franchises, institutions — not just your regular restaurant or supermarket, but everybody. This was something innovative, an approach from a different angle.”

For the cattlemen committed to raising quality beef, Charbine says their target is becoming a global standard.

“Their success is our success,” he says. “People love U.S. beef, and the hard work of ranchers is maximizing profits and making everyone involved more successful.”

