



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
and cooking information, visit
www.certifiedangusbeef.com.

Producer Communications Division

The Industry Information Division of Certified Angus Beef LLC (CAB), which has produced these pages each month since 1998 under Director Steve Suther, has evolved into the Producer Communications Division with Director Miranda Reiman, as of July 2017.

Reiman, who joined CAB in 2006 and served as divisional assistant director since 2010, says, “The new name better describes the scope of projects our team works on every day.”

“Our company is very fortunate to have the opportunity for near-seamless continuity in producer communications direction,” Suther said, allowing that Reiman “brings many 2.0 elements in the social media world and will put her own stamp of leadership on the division.”

Producer communications now includes feature stories and technical articles across North America, weekly video news releases through Angus Media and regular radio news programs. In addition, its award winning Black Ink® blog (blackinkwithcab.com), Facebook, Twitter, Pinterest and Instagram pages on the Web reach many thousands every day.

The division cooperates with the broader CAB communications and public relations teams, as well as Angus Media, in joint projects. That work continues through full-time specialists in Florida and Ohio, as well as freelance contractors in Texas, Wyoming and Montana, with others drawn from the ranks of former and future interns.



Cost of an empty table

In 1984, the Taste of Texas Restaurant was the first steak house in the Lone Star State to serve *Certified Angus Beef*® (CAB®) brand products. Thirty-three years later, owner Edd Hendee said, “If it wasn’t working, I would have never made it this far!” From the producer to the restaurant owner, quality beef pays off.

Hendee has spoken at CAB conferences from time to time over those years. At the 2017 Specialist Seminar, he pointed out the most expensive thing in the restaurant industry is the cost of an empty table — easily relatable to that of an empty feedlot pen or a pasture not stocked to capacity — because fixed costs remain constant. If one table sits empty every day for a year, Hendee calculated the total gross profit lost for the year would be more than \$60,000.

Despite that, when the temptation for a less-expensive input product arises, Hendee says that it’s not worth the risk.

“When my customer walked out of the door and they weren’t entirely pleased with their meal, that’s when it dawned on me,” Hendee said of those years before CAB. “I had to take care of my customers, and their

greatest need was to make sure that visit and every visit after that had to be fantastic.”

Serving a high-quality product earned higher customer satisfaction rates, which builds repeat business, increased sales and growth in profits. It is quality that keeps customers returning, keeping the tables at Taste of Texas full.

“When you finally get to that point, it’s amazing what your sales can do,” Hendee said.

His talk has since become “The Cost of an Empty Table” training resource for CAB specialists, coaching them on the importance of quality and profit.

All-inclusive beef

Angus producers can rest easy knowing consumer demand is on the rise. “Grupo Palace,” otherwise known as Palace Resorts, has decided to exclusively sell CAB on their menus. This came after years of working with the account.

The collective of seven properties in Cancun, Mexico, and Jamaica will generate \$1 million in sales with the potential for more with additional cuts used.

“These exclusive, high-end resort

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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.

- ▶ Sysco Cleveland, May 1
- ▶ Evans Meats, May 3
- ▶ Kramer Restaurant Group, May 10-11
- ▶ Royal Host and Hannan Co., May 15
- ▶ H.Y. Louie and Hardy Sales, May 15-16
- ▶ International Roundup, May 16-18
- ▶ Sysco Southeast Florida, May 22-24
- ▶ Sysco Atlanta, May 22-24
- ▶ Sysco Master of Plate Series, May 25



▶ “In partnership with Palace Resorts, a collective of seven properties in Cancun, Mexico, and Jamaica, CAB hosted a launch to showcase both brands and the foodie scene.

properties are breathtaking,” says Matt Shoup, the CAB communications and marketing specialist in Cancun for the big event.

“In partnership with Palace Resorts, CAB hosted a launch to showcase both brands and the foodie scene that is present there,” Shoup said.

Hosted at The Grand at Moon Palace, seven social media influencers and two editors took part in cooking classes from Chef Tony Biggs. They also participated in a mystery-basket challenge during which they worked with resort chefs to prepare new cuts of CAB.

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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.



Cattlemen Tom Donati, Oroville, Calif., says there’s profitability and pride that comes with increased carcass quality. Here’s the clip: [www.youtube.com/watch?v=pf3FpratGzU](#). For more, see “The Road Less Traveled” in the March 2017 issue of the *Angus Beef Bulletin*.



Dan Shike, University of Illinois, talks about the consequences of putting too much pressure on low birth weight, noting each herd has its own ideal. Here’s the clip: [www.youtube.com/watch?v=WptexVr1QDY](#). For more, read “Smaller Isn’t Always Better” in the February 2017 *Angus Journal*.



Kent Bacus, the director for International Trade and Access at the National Cattlemen’s Beef Association, discusses what the current policies mean for beef exports and for producers with a rising foreign demand for quality beef. Here’s the clip: [www.youtube.com/watch?v=UrQ-2x1156s](#). For more, read “Beef Exports Gaining Momentum” on page 186 of the March 2017 *Angus Journal*.



Rancher Chad Ellingson, Saint Anthony, N.D., spends time in the restaurant with Chef Alan Abryzo, 40 Steak & Seafood, Bismarck, N.D., and vice versa. Here’s the clip: [www.youtube.com/watch?v=aTbWdQqBdvM](#). For more, read the three-part series published in the February, March and April 2016 issues of the *Angus Journal*.

News spread through social media channels, particularly one with 1 million followers.



► Food bloggers take photos of everything before the taste! Last year, bloggers and social media influencers at Orlando's Food Wine Conference got a lesson in how to grill a CAB steak to perfection. This year, they went back to the beginnings. Debbie Lyons-Blythe, White City, Kan., spoke of her love for Angus cattle and why she and her family raise the best beef.



► From restaurant chefs to foodservice distributors and even hotel management, 53 attendees from Latin America and the Caribbean were in Wooster for the International Roundup. They were sure to wrangle some new recipe ideas and leave with satisfied appetites!