



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.



Smoking everything under the sun

“It was like watching Babe Ruth hit a home run!”

To barbecue aficionados, seeing legendary Kent Black, Black’s BBQ, San Marcos, Texas, trim a brisket at the *Certified Angus Beef*® (CAB®) Education & Culinary Center (ECC) was an experience to be treasured. He joined eight other well-known pit masters and CAB staff in June for the brand’s first World of Barbecue event.

“It almost happened by accident,” says Bryan Schaaf in finishing his baseball analogy. The CAB public relations and marketing manager says the retreat came together organically after the National Barbecue Association convention in March. The two June days in Ohio presented an opportunity “to smoke everything under the sun,” such as nontraditional cuts like the chuck roll and bottom round flat.

It was also a time to watch an extraordinary group bring their talents together under CAB’s roof.

“More than most culinary worlds, barbecue has this camaraderie and bond beyond others,” CAB’s senior corporate chef Michael Ollier says. Parallel to its country roots, he says, “There are really no secrets. Even the best in the business, they’re not holding back on what they share.”

Casual, yet with great intention (CAB chefs took shifts monitoring the smoker all night), the goal was to bring together people who have quietly been using product for years with little recognition, and expand their minds to different cuts and menu ideas.

“They are used to seeing a vacuum-sealed brisket come to them,” Ollier says. “They don’t really get to see what it’s like from the forequarter pulled out.

“These guys are the experts in smoking, and they could teach us a lifetime of information, but we just wanted to put the classic smoke technique on different cuts so they could compare.”

Burgers have indeed been the popular item for a long time, but brisket is on the rise, as well as the low-and-slow cooking techniques that surround it.

“The personal engagement that resulted from the event is exactly what the team strives for with each and every event we host,” CAB President John Stika says.

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



Forbes and Father's Day

Joy and fulfillment, while often the effect of receiving the perfect gift, are not always felt during the buying process.

Forbes contributor Sarah Boyd simplified it for shoppers in her article, "Father's Day Gift Guide: For The Working Dad." In it the *Certified Angus Beef* Premium Collection Gift Set was listed as the 2016 top present for working dads.

Partnering with the brand's national public relations agency, Lou Hammond & Associates, Mary McMillen, CAB director of public

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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.

- ▶ Buehler's, June 3
- ▶ World of Barbecue, Meat Up, June 6-8
- ▶ Chef Summit, June 13-15
- ▶ Meats by Linz, June 22
- ▶ Wooster Inn cooking class, June 22
- ▶ Beef Leaders Institute, June 22-24
- ▶ Sysco Southeast Florida, June 28-29
- ▶ McCormick & Schmick's, June 29-30

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.



Commercial rancher Ken Griner, Chiefland, Fla., shares the value and impact of retaining ownership of his cattle through the feeding phase. Here's the clip: <https://www.youtube.com/watch?v=cylIsBJ0gY>.



Larry Corah of Kansas State University and Cliff Lamb of the University of Florida discuss how cattle producers seek premiums at sale time, but calves must perform in three key areas to achieve added value. Here's the clip: <https://www.youtube.com/watch?v=GaiHRB9I-RM>.



Seedstock producer Ken Stielow, Paradise, Kan., talks about the way early interest in artificial insemination helped him build more value into his cattle. Here's the clip: <https://www.youtube.com/watch?v=qKroRMxYDRg>.



Travis O'Quinn talks about recently completed research from Kansas State University that measures how consumers rate their beef-eating experience when it comes to flavor, tenderness and juiciness — and branded vs. generic products. Here's the clip: <https://www.youtube.com/watch?v=-IzBItUWTqM>.

relations, said the gift and its presentation alike were a perfect fit for the holiday.

“We actually sent a set to the author’s own father, and she was able to hear firsthand whether he liked it or not,” she said.

The set that includes four 12-ounce (oz.) strip steaks, four 8-oz. filet mignons and four 10-oz. ribeyes is just one of the ways CAB works with the agency to drive demand for the brand.

Bloggers honor CAB

CAB was named Brand of the Year in May by the Sunday Supper Movement. The community of bloggers, 500 to 600 strong, voted on which brand partner best represented the bloggers’ mission throughout the preceding year.

“We do a survey and ask all of the members of our community to vote, and CAB won this year,” movement founder Isabel Laessig said. Announced at its Food and Wine Conference in Orlando, Fla., the win was a surprise for CAB staffers there, but the CAB “Cowgirl Steak” served at dinner created just as much buzz.

“It was a showstopper,” she said. “Incredible.”

Designed with food in mind and family at



its center, Sunday Supper brings people from all walks back to the dinner table to talk and share. From there, everything else can fall into place.

“It starts off as one day a week, and people begin to see the difference in their food and conversation. Then things begin to happen more often,” Laessig said.

Approaching its fifth year and driven by the weekly #SundaySupper where bloggers from around the country share recipes and ideas for home-cooked meals, the movement

now reaches 5 to 7 million followers on any given Sunday night.

The next stop, Laessig said, is the brand’s plan to unite for a ranch day in the fall.

Social media never looked so good

This year, while the 78% of people in the United States with social media accounts scroll through their news feed, inevitably they will come across a video of a delectable dessert or an easy weeknight dinner recipe. Jumping on the bandwagon, *Certified Angus*

Beef has produced four high-definition (HD) videos for social media to promote simple recipes featuring CAB cuts.

Viewable on the brand's social media pages, they can also be customized with retailer logos and posted to those partners' social media accounts as valuable marketing tools. Grocery retailers that have been using these videos include Price Chopper and Shoprite, among many others.

Studies show nearly 60% of videos on social media are watched without sound, Margaret Coleman, CAB digital platforms director, says. That's why it was important to create easy, step-by-step videos with great visuals and minimal text. The team created four videos for summer grilling season: Grilled Strip Steaks, Burgers, Summer Steaks and Steak Salad.

"Digital videos will account for nearly an hour a day of an adult's time spent with

media this year," Coleman says. "According to Hubspot, between April 2015 and November 2015, the amount of average daily video views on Facebook doubled from 4 billion video views per day to 8 billion."

Social media can be a powerful marketing tool, and CAB is working for producers and communicating with consumers to sell quality beef, one delicious video clip at a time.



Story behind the numbers: 2.5 million

Steak picks. In a steak house on a Friday night, it's likely few give a second thought to the little detail — but the brand does.

2.5 million — that's the number of *Certified Angus Beef*® (CAB®) brand steak picks shipped from the warehouse each year. That's a lot of little plastic brands arriving at the tables of hungry beef eaters each day, but it's about a lot more than just adding pizzazz, says Emily Whiting, CAB assistant director of account marketing.

Steak picks and dozens of other point-of-sale materials are not only good for "elevating the brand's presence" and "building equity," but also for the partners who bring the beef cattlemen raise to market.

From restaurant table tents and branded burger wrappers to grocery-store banners and meatcase dividers, every piece that is dreamt up, designed and stored in Wooster, Ohio, is there to help licensed partners sell more of the good stuff.

When they see the CAB logo, 94% of consumers recognize it and

75% "perceive it as the ultimate mark of quality among Angus beef brands," Whiting says.

"When a partner is carrying CAB, that quality perception is carried over throughout their business," she says. "Our partners are committed to quality, and using the logo at the dining table or meatcase helps them showcase that."

It's marketing backed by knowledge, though, as the brand arms licensees with training so that those wearing the label can talk confidently tableside. The goal is never to send a certain number of items, but to equip those using them with insight and understanding.

Whiting says her team gets interesting requests, from life-size model bulls to branding irons, but they always try to work with anybody who is excited about CAB.

"Each of our partners looks at marketing a bit differently, and we want our resources to fit seamlessly into their plans," she says.

Some want to tell the ranching story, highlighting the men and women who raise the beef. Others are all about the marbling.

Regardless of the how, the marketing helps drive sales and build the brand's image, ultimately leading to premiums that will filter back to the ranch.

