



Brand News

► News and highlights from Certified Angus Beef LLC,* compiled by Laura Conaway, Certified Angus Beef LLC

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

International partners tour the U.S.

Twenty-eight people from this country and seven others joined together for a weeklong intensive tour of the U.S. beef industry and how it pertains to the *Certified Angus Beef*® (CAB®) brand.

The June 4-10 Masters of Brand Advantages (MBA) cross-country event kicked off with a visit to Walter Angus, Hudson, Colo., followed by a feedyard and packer tour east of Denver, and finished with a beef fabrication and *Science Behind the Sizzle*™ class with Dr. Phil Bass in Wooster, Ohio.

“It’s always eye opening to see so many different, not just languages, but cultures come together under the shared passion for beef,” Kara Lee, Certified Angus Beef LLC (CAB) production brand manager, said.

This third international MBA class the brand has hosted included attendees from Japan, Mexico, Taiwan, Panama, Kuwait, the United Arab Emirates and the Dominican Republic. After seeing the industry firsthand, education at the CAB Culinary Center included beef market signals, how to overcome sales objections and how the brand supports its partners around the world.

“Our international guests face a unique set of challenges often different than our domestic retailers and restaurateurs,” Lee explained. “From procuring our product to marketing it, we were able to learn from them while sharing ways to help their businesses grow.”

The passion they saw from the ranchers raising the best-quality beef is the same across the board at any ranch host, Lee said.

“This year’s attendees were so engaged. It’s a joy to see people from all over the globe create an international fraternity of sorts that’s held together by CAB. I anticipate watching their continued successes over the upcoming years,” she said.



A taste of the tropics

Sun and steaks — there really is no better pairing.

The CAB brand kept up tradition as an official gold sponsor of Miami’s Taste of the Caribbean Food Show June 2-6 at the Hyatt Regency Miami. Organized by the Caribbean Hotel & Tourism Association, the region’s premier culinary competition and cultural showcase draws thousands to the South Florida food mecca.



*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 325 groups have visited the Wooster, Ohio, venue from all parts of the world. This Culinary Center sidebar within the “CAB Brand News” column helps update producers as to current or recent events there.

- ▶ Henry County Cattlemen’s, June 2
- ▶ International MBA, June 8-10
- ▶ Amigos, June 14
- ▶ Buehler’s, June 19
- ▶ Sanoman Co. Ltd., June 21
- ▶ Beef Leaders Institute, June 21-23
- ▶ Brand Ambassador Chef Summit, June 26-28
- ▶ Producer Brand Ambassador Training, June 28-30

“The annual event unites the best chef and culinary teams throughout the Caribbean,” Gebran Charbine said.

The brand’s assistant director of international marketing strategy said it provides the public with the most savory and delectable treats of the islands, not to mention brings about brand awareness and menu ideation.

Chef Kenneth Molyneaux, Tropical Fusion Beach Bar & Grill, won the coveted Caribbean Chef of the Year award. In addition, the CAB restaurateur took home the beef competition overall award by serving CAB product and a gold medal in beef.

The competition saw more than 500 delegates from 14 other countries strive to succeed in a large audience of industry peers.

Birdies and beef

With \$1 million on the brain, it can be hard to focus on much else — that is, unless beef is involved.

More than 4,000 golf enthusiasts made their way to the Meijer LPGA Classic in Grand Rapids, Mich., to witness the four-day competition, but not without taking a stroll through its coveted Grand Taste event June 16-18.

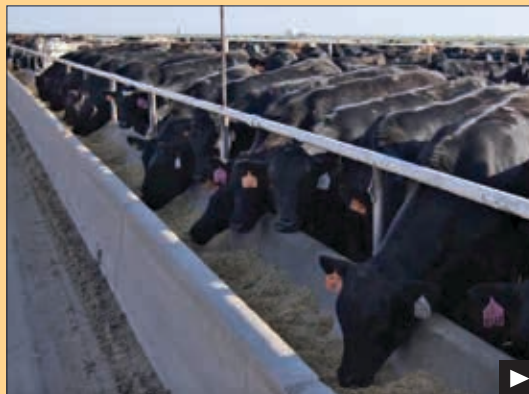
The second annual food sampling experience pairs well with the tournament as the longtime CAB partner brings current and potential shoppers face to face with the products available in the retail chain.

“It’s four days where we mingle with consumers. but we also share what you can

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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.



Cattleman Sam Hands, Garden City, Kan., says as cattle have gotten better, producers must keep aiming for improvement. Here’s the clip: <https://www.youtube.com/watch?v=PIC8lcKZHwQ>.



Justin Sexten, Certified Angus Beef LLC (CAB) director of supply development, discusses the company’s 2016 study of more than 850,000 carcass records. Here’s the clip: https://www.youtube.com/watch?v=Csj1hE_J7-M.



Lee Schulz, Extension livestock economist for Iowa State University, weighs in on the decision of whether to buy or retain heifers. Here’s the clip: <https://www.youtube.com/watch?v=krzaWAR1Uso>.



Leann Saunders, Where Food Comes From Inc., aims to help cattlemen get the most for their cattle through verified programs. Here’s the clip: https://www.youtube.com/watch?v=8M_z7s_r4aQ.

purchase at Meijer,” Tara Adams said. CAB’s director of account strategy and key accounts was on location for the philanthropic event along with the brand’s Corporate Chef Michael Ollier.

The chef worked with Meijer’s culinary team to develop menu items for the popular attraction, prepared samples and hosted live demonstrations for attendees and media.

“This is a major priority for the Meijer team and family, and a great opportunity for CAB,” Adams said. “We have an amazing brand presence in these stores and, after people see our logo and taste our product, they are more inclined to purchase what they’ve experienced.”

The menu included Meijer’s signature item, CAB brand coulotte, as well as seared tenderloin with fig, smoked chuck roll and a special prime rib for Father’s Day.

The Midwestern retailer has a presence in five states, and markets CAB exclusively in its 224 stores. This year’s Meijer LPGA Classic raised more than \$1 million for food pantries

Cattle in the Vines

From tuxedos to blue jeans, more than 50 staff from Washington-based El Gaucho Hospitality Group took part in a CAB event called Cattle in the Vines June 6 at Chateau Ste. Michelle Winery, Woodinville, Wash. The goal was to equip front-of-the-house waiters and waitresses with an education they can pass on to patrons.

Mary McMillen, CAB strategic partnerships, said owner and partner Chad Mackay was eager for the educational opportunity and the one-day training that



► CAB Corporate Chef Michael Ollier worked with Meijer’s culinary team during the Meijer LPGA Classic in Grand Rapids, Mich., to develop menu items for the popular attraction, prepared samples and hosted live demonstrations for attendees and media.

included Rob and Lori Thomas, Thomas Angus Ranch, Baker City, Ore.

“Rob and Lori are a beautiful ranching couple, and they just shared their story,” McMillen said. “It was both engaging and enlightening as they talked about checking the herd in Oregon winters.

“That kind of bitter cold is nothing new to cattle ranchers, but it was to these people who don’t understand that way of life.”

To increase the experience, the staff got to enjoy the

CAB product they typically serve along with wine pairings to later share with guests. The quintessential steak house is known for its All-Natural Prime CAB and custom-aged CAB tenderloin filets, as well as top sirloin, strip and ribeye.

McMillen saw the impact: “One of the staff said, ‘Wow, I didn’t favor this wine by itself, but when I drank it after I had a bite of CAB ribeye, it really changed the flavor profile.’”

El Gaucho is a 20-year brand partner with locations in Portland, Ore., along with Bellevue, Seattle and Tacoma, Wash.

“They’re old school,” she said.



► Below: CAB Ranch Days are in full swing this summer as Sysco houses across the country have brought current and potential customers to family ranches to better understand who supplies product to the largest branded-beef company. Sysco houses from Miami, Fla.; Grand Rapids, Mich.; and Louisville, Ky., are some of the most recent stops.



“Everyone wears tuxedos. It was just a great success for them to experience the brand this way and parlay that to guests in the future.”

Social media success

From ranchers to retailers and everything in between, the CAB brand is equipped to help its 18,000 partners promote the best Angus beef.



Designed in-house, a recent social media project centered around Father’s Day called #DadDeservesBest has garnered great success for Food City, the Virginia-based retailer with additional stores in Georgia, Tennessee and Kentucky.

Photos used in the ads include those from Angus ranching families and were heavily shared on Facebook, all building demand for the brand.



► Jeff and Lisa Johnson of Anselmo, Neb., on June 3 hosted the Nebraska Cattlemen’s Ball, an annual fundraiser event for cancer research that included silent and live auctions, a ranch rodeo, a working dog demonstration, a roping demonstration and a vendor area. Jeff’s father, Fred Johnson, played a key role in the foundation of the *Certified Angus Beef* brand.

CAB sausage

Breakfast just got tastier. Gourmet sausage maker Flocchini Family Provisions partnered with the brand to produce a line of CAB brand franks and sausages that fit their concept of traditional recipes and simple ingredients.

The handcrafted delicacies are made of CAB brand brisket and tri-tip cuts with no nitrate, phosphate, added gluten or MSG.

