



# 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](http://www.cabpartners.com)

**John Stika**, president  
**Brent Eichar**, senior vice president  
**Tracey Erickson**, vice president, marketing  
**Mark Polzer**, vice president, business development  
**Larry Corah**, vice president, supply development  
**Mark McCully**, vice president, production

## SUPPLY DEVELOPMENT DIVISION

### Kansas staff:

CAB Program Satellite Office  
1107 Hylton Heights Rd.,  
Manhattan, KS 66502  
785-539-0123; fax: 785-539-2883

**Larry Corah**, vice president  
**Gary Fike**, beef cattle specialist

**Wendy Nichols**, office and data manager

**Kara Lee**, supply programs manager  
30731 172nd St., Leavenworth, KS 66048  
812-653-0020

### Nebraska staff:

**Paul Dykstra**, beef cattle specialist  
782 5th St., PO Box 856,  
Chappell, NE 69129  
308-874-2203

**Miranda Reiman**, assistant director,  
industry information  
75845 Rd. 417, Cozad, NE 69130;  
308-784-2294

### Ohio staff:

**Marilyn Conley**, administrative assistant

## INDUSTRY INFORMATION DIVISION

**Steve Suther**, director  
16360 Victory Rd., Onaga, KS 66521  
785-889-4162

## Blogs:

Consumer-oriented: [www.GoRare.com](http://www.GoRare.com)  
Supply Development:  
<http://blackinkwithCAB.com>



### Twitter:

@BlackInkBasics  
@CertAngusBeef



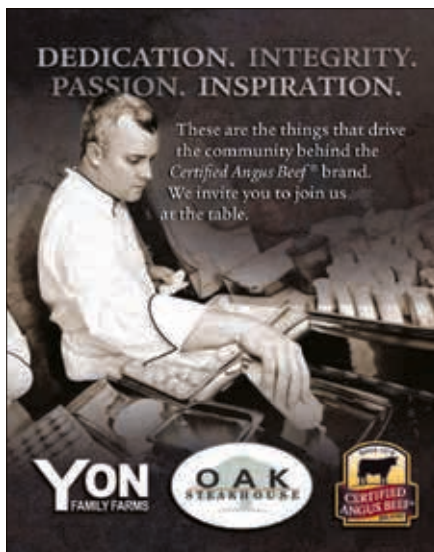
### Find us on Facebook:

- [BlackInkBasics](https://www.facebook.com/BlackInkBasics)
- [CertifiedAngusBeef](https://www.facebook.com/CertifiedAngusBeef)

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



► *Certified Angus Beef*® brand Prime deckle — the tender, richly marbled cap of ribeye — was served at the event.



► “I think as producers, any time that we can have one-on-one interaction with chefs and people who are interested in what we do and how we do it, any time that we can just stop a minute and do that, it’s certainly very beneficial to our industry,” Kevin Yon explained.

## ‘Join Our Table’ goes into action

Cattlemen and chefs have a unique connection that comes from a shared passion for the best. That’s the concept behind the *Certified Angus Beef*® (CAB®) brand’s “Join Our Table” campaign. Gathered in the elegant venue of Oak Steakhouse in Charleston, S.C., dim lights set the mood for a group of Charleston-based media and locals to witness what it means.

The June 24 event brought together longtime Angus ranchers Kevin and Lydia Yon of Ridge Spring, S.C., and Oak



► Join Our Table brought together longtime Angus ranchers Kevin and Lydia Yon of Ridge Spring, S.C., and Oak Steakhouse Executive Chef Jeremiah Bacon.

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

Steakhouse Executive Chef Jeremiah Bacon. More than 35 partook in the exquisite meal of CAB-brand Carpaccio, Prime deckle and eye of ribeye as they learned firsthand from the local ranchers and chef what it takes to produce quality and the commitment behind the brand from beginning to end.

“Cattlemen and women like Kevin and Lydia Yon and chefs like Jeremiah Bacon all bring their best to the table with the brand and its superior quality,” Mary McMillen, Certified Angus Beef LLC (CAB) director of public relations, said. “Quality isn’t an accident. It’s created by a community.”

Communities thrive when their members work together, a principle the Yons and Bacon were able to get across to the restaurant patrons.

With foodies, consumers and chefs, it was a night filled with excitement for CAB, Yon says. He, Lydia and their three children have worked with cattle for so long that it was nice to step back and get some perspective from the other side of the fence.

“As a producer of CAB, it was very gratifying,” the rancher said. “We took pride in the product that our family and families across America produce.”

“As producers, any time that we can have one-on-one interaction with chefs and people who are interested in what we do and how we do it, any time that we can just stop a minute and do that, it’s certainly very beneficial to our industry,” he added.

For Bacon, the dinner was an honor, not just personally, but for those in attendance as they were able to hear the story on a personal level.

“It was the story of the independent farmer and rancher that is such a huge part of what CAB is,” the chef and CAB Brand Ambassador said. “The passion and commitment they have starts the process for the care and quality of the beef.”

McMillen said the event was the first of its kind and, having far exceeded expectations, will likely serve as a template for further ones at the grassroots level.

## Meat Minutes

When you have something good, you want to share it. That’s why CAB released last February the video series “Meat Minutes” in which the brand’s meat scientist Phil Bass walks viewers through the beef scene, cut by cut.

First designed for foodservice partners to take back to their teams, demand from all segments led to wider distribution.

“Given Dr. Phil and the energy he brings, we wanted to be able to bottle him up and further utilize his knowledge and personality,” says Erin Mohler, brand manager for CAB.

CONTINUED ON PAGE 286

## 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.



Feed is a significant budget item, so efficiency is always an important topic. Dan Shike, University of Illinois, and Bryce Schumann, American Angus Association CEO, discuss the tools available and what’s on the horizon. Here’s the clip: <https://www.youtube.com/watch?v=Alh2cfj997M>.



Health isn’t all about reaction. Holly Neibergs, Washington State University animal scientist, shares insight on a comprehensive research project aimed at identifying the role genetics can play in reducing bovine respiratory disease (BRD) cases in a herd. Here’s the clip: <https://www.youtube.com/watch?v=1viBCZikpl>.



Beef prices are all on the rise, but lower quality is spiking faster than the cost of higher-quality alternatives like the *Certified Angus Beef*® (CAB®) brand. Mark Polzer, CAB vice president, business development, explains what that means for foodservice customers and ultimately cattlemen. Here’s the clip: <http://www.youtube.com/watch?v=FXFgqubRkYw&feature=youtu.be>.



Neal Haverkamp, manager of Nemaha Valley Angus, his family operation near Bern, Kan., uses individual carcass data to target the CAB brand for himself and his customers. Here’s the clip: <https://www.youtube.com/watch?v=ITGS8pWVMeQ>.

Each clip is different, with Bass moving through new or complicated topics with ease and humor, creating a lasting experience to share with others. Video topics range from marbling and CAB specifications to primal cuts, and the marketing team makes clips available to appropriate audiences.



Foodservice partners suggested more topics, resulting in the recent videos on portion control, top sirloin fabrication and aging.

“A lot of people who come in and meet Dr. Phil and experience the Education & Culinary Center want to be able to take some of that back to their team, so we’ve found a great way to do that,” Mohler says.

Miranda Reiman, CAB assistant director of industry information, says it’s often easier to learn about a highly visual topic like marbling or subprimals where you can see it, rather than just read about it.

“Very few of us on the cattle side of the beef business get to spend much time in packing plants or around further fabrication,” she says. “These video segments are a good virtual experience for producers to walk through some of the meat science concepts that are so important to the end users of their product.”

They’re also a great way for ranchers to see how CAB is spreading the word on what they work all year to produce.

“To somebody who’s producing those high-quality animals,” Mohler says, “they know what it takes to get there, and this is just a nice bow on the package for us to share with them some of the science behind the brand.”

Meat Minutes videos are available on the CAB YouTube page and the CAB app. Those with a more producer-oriented focus can be found online at [www.CABPartners.com](http://www.CABPartners.com) or on the “Black Ink” blog as a part of the “Behind your Beef” series at [www.blackinkwithcab.com](http://www.blackinkwithcab.com).

### DVMs and DNA

Veterinarians are doers. Quick to respond with focused efforts, their partnership with cattlemen is built on value and respect, driven by education, practice and determination.

To better equip themselves for that role, a group of more than 100 gathered in Manhattan, Kan., for the 76th Annual Kansas State University (K-State) Conference for Veterinarians. Partially sponsored by CAB, the large-animal track brought DNA



genomic information to practitioners from across the country in June.

Kara Lee, production programs manager for the brand, said genetic testing is an emerging interest for cattlemen and the conference was a way to help their technical advisors bring applied knowledge to the ranch.

“We recognize that today DVMs are much more than bovine practitioners,” she said. “Clients are asking questions about everything from breeding decisions to nutrition needs.”

Longtime veterinarian and feedlot manager Ran Smith, Tribune, Kan., said, “The more aggressive you are at being familiar with new information, the more successful you will be as a practicing vet.”

The conference updated Smith and others on DNA tests available and how to apply genomics in a veterinary practice.

Larry Corah, CAB vice president and reproductive physiologist, organized content and moderated the panel discussion.

He said while common to large-animal conferences, the unique approach to pairing DNA information with veterinary medicine will likely serve as a model for more such seminars as the industry changes.



This one qualified for “continuing education” credits for all who wish to maintain their license to practice.

### Healthcare Roundtable success

As part of CAB’s “Focus on Health Initiative,” the 2014 Specialist Seminar set into motion the CAB Sysco Healthcare Roundtable. Designed to increase brand awareness and further reach the healthcare licensee base, the program brings together 10 Sysco houses with high CAB volume into healthcare venues, inviting them to serve as an advisory council to brainstorm and drive the brand’s healthcare movement.

Diane DiDonato, who manages that initiative for the brand, sees opportunities to reach those in venues such as senior living communities, hospitals and assisted living

facilities with the quality product that is CAB.

“I think food is a huge reflection of the quality of an establishment in general,” DiDonato says. “Outside of the healthcare they get themselves, food is a determining factor on where to go.”

Currently, the Focus on Health initiative deals solely in foodservice, available for all licensed distributors. Included products are lean fresh beef cuts and value-added products with less than 600 mg of sodium and more than 11 g of protein per 3-ounce (oz.) cooked serving, with the majority of CAB product falling well within the parameters.

Targeting a select group of Sysco houses, the roundtable brings together healthcare division directors from Seattle, Wash., to Jacksonville, Fla., for advice, to share suggestions and learn more about the industry together. Members can gain valuable brand information, too, learning about

resources and brand sales strategies.

Participating houses recently took part in a virtual meeting where topics such as beef demand and grain-fed vs. grass-fed beef were covered.

“The healthcare customer is really no different in a lot of ways than the restaurant customer,” DiDonato says. “There are a lot of misconceptions about beef, a lot of questions to which they just don’t have the answers.”

DiDonato hopes that through more communication, questions will be answered and information will get dispersed to families the brand may otherwise not have reached.

“Roundtable members find it beneficial in their CAB brand sales efforts to learn about the beef market summary, where the cattle are, where pricing is predicted and why,” she says. “It’s our goal to communicate the positive message that the ranchers we work with across the nation live every day.”



### 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 175 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.

- ▶ Celebrity Chef Gale Grand, June 23
- ▶ Media Guest Erik Mathes, June 24-25
- ▶ Ohio Beef Council, June 26
- ▶ Susazon Distributor GM Training, July 1-2
- ▶ MBA 7.2 Class Meat Fabrication Session, July 7-11
- ▶ GFS Canada, July 14
- ▶ Beef Category Management, Sysco, July 15
- ▶ MacDonald Meats Distributor Launch, July 16
- ▶ Associated Wholesale Grocers, July 17
- ▶ Sysco San Francisco, July 22-23
- ▶ ACME Meat Lab Visit, July 24
- ▶ South American Roundup, July 29-31

### Table 1: Targeting the Brand Honor Roll

Targeting the Brand Honor Roll is a report for *Angus Journal* and other media to highlight groups of at least 30 cattle harvested by CAB Feeding Partners that are at least 40% *Certified Angus Beef*® (CAB®) and Prime with 10% or fewer “out” cattle [heavy or light carcasses and Yield Grade (YG) 4] and 0% no-rolls, Standard or A grades, dark cutters or YG 5s.



At least half of the cattle in a group must be eligible for CAB (>51% black-hided). Groups that meet the 40% criteria but fall short in other areas may be listed as an Honorable Mention.

Previously known as the “30.06” program (for 30% CAB and Prime with 6% “outs”), this feature has been adjusted to reflect a higher percentage of cattle qualifying for CAB in the marketplace and tolerance of a trigger level of outs on some grids.

Licensed CAB Feedlot	Sex <sup>a</sup>	Head	%CAB	%Prime	% YG1&YG2	% YG 3
<b>Targeting the Brand Honor Roll:</b>						
Chappell Feedlot	H	44	0.49	0.09	0.36	0.59
Pratt Feeders LLC	S	43*	0.49	0.07	0.42	0.53
Chappell Feedlot	H	42*	0.45	0.14	0.12	0.79
Ford County Feed Yard Inc.	S	31	0.44	0.19	0.68	0.26
Chappell Feedlot	S	62*	0.44	0.05	0.11	0.79
Pratt Feeders LLC	S	51	0.43	0.02	0.47	0.45
Chappell Feedlot	H	78	0.43	0.09	0.26	0.71
Pratt Feeders LLC	H	125*	0.42	0.03	0.34	0.58
<b>Honorable Mentions:</b>						
Beller Feedlot	S	105*	0.58	0.04	0.22	0.64
Beller Feedlot	S	56*	0.57	0.07	0.29	0.57
Pratt Feeders LLC	S	64	0.52	0.02	0.27	0.63
Beller Feedlot	S	128	0.51	0.05	0.24	0.66
Pratt Feeders LLC	S	132*	0.45	0.02	0.33	0.54
Chappell Feedlot	S	85*	0.45	0.04	0.13	0.74
Pratt Feeders LLC	H	64*	0.44	0.02	0.38	0.48
Pratt Feeders LLC	S	101*	0.44	0.01	0.46	0.46
Keeling Cattle Feeders Inc.	H	142	0.43	0.03	0.68	0.29
Pratt Feeders LLC	H	61	0.42	0.02	0.44	0.46
Keeling Cattle Feeders Inc.	H	143	0.40	0.07	0.52	0.39
Pratt Feeders LLC	H	43	0.40	0.02	0.28	0.60

<sup>a</sup>H=heifers; M=mixed; S=steers.

\*Indicates 100% CAB eligible. All acceptance rates figured on eligible portions.

(Lots that exceed 15% Yield Grade 4 & 5 are eliminated from the honorable mention lists.)

Call 785-539-0123 or visit [www.cabfeedlots.com](http://www.cabfeedlots.com) for a complete and current list of feedlot licensees.