



# Brand News

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

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Supply Development:  
<http://blackinkwithCAB.com>

## Twitter:

@BlackInkBasics  
@CertAngusBeef



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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](http://www.certifiedangusbeef.com).

## #GrillTalk

Food bloggers took over the Certified Angus Beef LLC (CAB) Culinary & Education Center in Wooster, Ohio, in June to participate in #GrillTalk, a two-day educational beef conference.

Event participants included Chris ([NibbleMeThis.com](http://NibbleMeThis.com)), Clint ([Grillocracy.com](http://Grillocracy.com)), Kita ([GirlCarnivore.com](http://GirlCarnivore.com)), Erin ([DinnersDishesAndDesserts.com](http://DinnersDishesAndDesserts.com)), Mike ([DadCooksDinner.com](http://DadCooksDinner.com)) and Scott ([GrillinFools.com](http://GrillinFools.com)).

They each have unique kitchen skills, share an evident love of beef and enjoyed meeting each other and CAB staff. The visitors documented their adventure like any other foodie would — with food photos, selfies and samples.

Each took in a *Certified Angus Beef*® (CAB®) brand overview and then donned cut-resistant gloves, picked up knives and seamed their way through

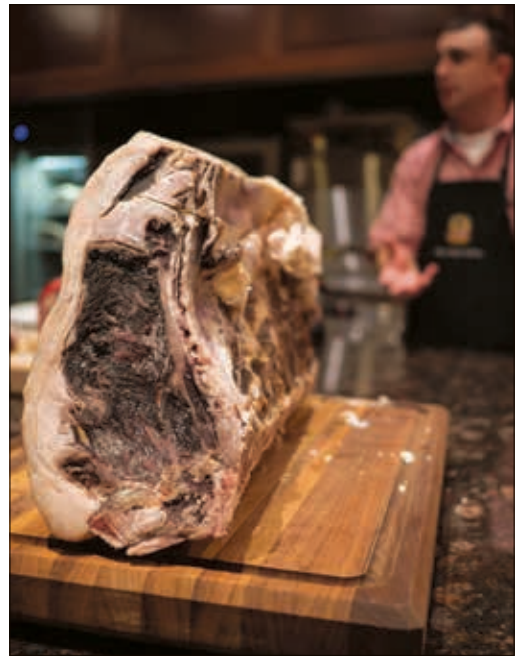
whole-muscle cuts. Then there were grilling and smoking segments, custom burger-blending competitions, food photography, beef and beer pairings, and a discussion on dry aging.

CAB's team of corporate chefs fed them savory samples such as smoked and seared tri-tip, brisket bites, sirloin flap steak, flank steak, beef charcuterie, homemade beef jerky, barbecued beef bottom round and sirloin beef knob.

Foodie Mike Vrobel said, "I'm a committed carnivore. Meeting the people at Certified

Angus Beef made me feel better about that; they care about the quality and welfare of the cattle they are serving us. Thank you for the visit. It was a fantastic couple of days of learning, and I would do it again in a heartbeat."

The event connected a diverse group of journalists and sizzled the social media world. Facebook, Twitter, Instagram and Pinterest all saw noticeable boosts in activity following CAB promotional events, which are always customized to fit audiences. CAB social media traffic increased 131% in the year ending last June, when the brand's fan base included 15,397 people on Facebook.



► A whole dry-aged strip loin is on display with Dr. Phil Bass, meat scientist at Certified Angus Beef LLC, explaining dry aging in the background.



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



### Meijer 'meats' expectations

Retail partner Meijer recently created a television commercial featuring the CAB brand for placement in all of their markets. Meat Director Matt Craig was “a huge driving force behind Meijer corporate placing a higher focus on the meat department,” according to Tara Adams, CAB account marketing director.

The quality-oriented supermarket chain is a longtime brand partner, but now aims to raise greater awareness of premium quality among shoppers in its many branch locations.

Mark Sykes, CAB executive account manager, was in Los Angeles for the first two days of the shoot. He reported on the Hollywood-style spots by Smuggler Production Co., director Jamie Rafn and Chicago-based agency Distillery Project.

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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.

- ▶ Pittsburgh Seafood, July 1-2
- ▶ City Square Steakhouse waitstaff training, July 6
- ▶ Elizabeth Karmel media visit, July 7
- ▶ Foodservice Round Up, July 8-9
- ▶ Masters of Brand Advantages (MBA) 9.2, July 13-17
- ▶ Sysco Corporate Chefs, July 21-22
- ▶ Sysco Columbia Customer event, July 30-21

### 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.



Ryan Kasko feeds 40,000 head of cattle in his family's Lethbridge, Alta., feedyards. He says the high-quality beef trend is growing in Canada as it is in the United States. Here's the clip: [https://www.youtube.com/watch?v=go7gnnLGb\\_s](https://www.youtube.com/watch?v=go7gnnLGb_s).



John Stika, Certified Angus Beef LLC (CAB) brand president, talks about how a quality focus can help ensure long-term profitability for everyone in the beef cattle community. Here's the clip: <https://www.youtube.com/watch?v=IQDmmHvG8s&feature=youtu.be>.



John Schroeder of Darr Feedlot at Cozad, Neb., talks about the partnerships that make cattle better. Here's the clip: <https://www.youtube.com/watch?v=VlIgpWmYMc>.



When U.S. beef competes around the globe, quality is its major advantage. Paul Clayton, U.S. Meat Export Federation (USMEF), and Larry Corah, CAB consultant, talk about today's export trade. Here's the clip: <https://www.youtube.com/watch?v=ioEor4meAGA>.

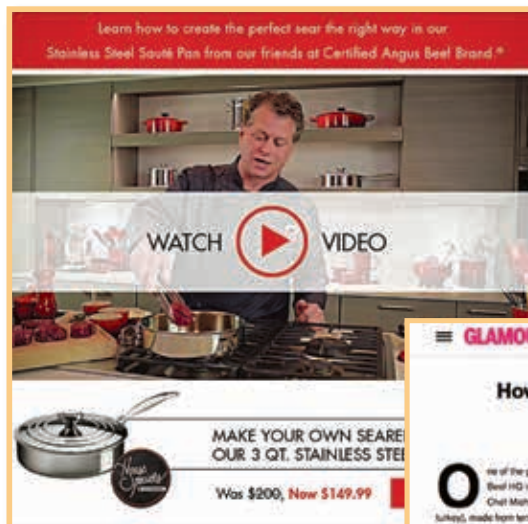


“The Meijer meat department you see in the commercial was actually built in the front of another independent retail store in the West Hills area,” Sykes said. “We spent two days in the store. One for preproduction, cutting the case, set up, planning and prep work. The next day we set the case and shot the ‘in-store’ portions.”

The afternoon of the second day, they went to a local home to use their house for the kitchen, dining room and backyard portions of the commercials, one basic and seasonal options for Christmas and the Fourth of July.

“The entire process was well thought out and smooth,” Sykes said. “They have done this many, many times before. We had about nine folks from Meijer. There were probably 40 to 50 people involved in building the set, working the cameras, setting up the sound, monitors, lights . . . on top of that, the caterer, medical staff, casting folks and actors.”

It took four full days to film the three commercials, the first airing in mid-June in a Wisconsin market with Meijer stores, and Sykes said he caught it a few times on a local



Ohio station. That example can be seen online at [https://www.youtube.com/watch?v=r4z4Kk\\_zaak](https://www.youtube.com/watch?v=r4z4Kk_zaak).



**Editor's Note:** Laura Conaway is producer communications specialist for Certified Angus Beef LLC.

► The folks in public relations are thrilled to be riding the crest of a media wave right now. In case you missed it on Facebook, an article from *Glamour.com*, written by Danica Lo, a guest of the ECC in May and at the brand's New York City roasting event in June, received 9 million views. Also, Chef Michael Ollier was featured on the cover story of a July issue of *Le Creuset's* newsletter, sent to more than 250,000 subscribers.



## Behind the beef

One of the fortunate parts of a company that's in all segments, from product creation to consumption, is the opportunity to know so many unique people, all with specific roles in the quality beef industry. Behind the scenes, these are the folks who help bring the best beef to consumers. Fulfilling more than a job description, they're on fire about the work they do.

### Meet Ruth Ammon

If you walk into Darnall Feedlot — whether you're lost on the quiet western Nebraska county road or you're a rancher looking to feed some cattle — Ammon's smiling face is sure to greet you.

At first glance, she may look like a typical administrative assistant, answering phones and doing bookwork, but observe her role at the feedyard to see it's much more.

“I really like all of it and working with all the people,” Ammon says. “I like working with the employees. I like working with the owners. I like working with the customers. I like answering the phone . . .” The list continues.

Marriage and career opportunities took her away from Harrisburg, Neb., but it was a family matter that brought her back to Banner County, and she says she's never felt more at home. After her brother passed away, Ruth and her husband felt the call to help her sister-in-law raise her two young sons.

“It was a divine appointment,” she says.

During the last 10 years, the University of Wyoming animal science graduate has incrementally added both hours and

responsibilities as office manager at the 24,000-head feedlot.

Ammon weighs trucks, answers questions and figures a breakeven with ease. Her entire goal is to make everyone else's job easier.

She brings a problem-solving approach and smart ideas to the table to do just that. When anyone, from cowboys to feedyard owner-managers Gary and Lane Darnall, wants to know what's going on for the day, they look no further than the central bulletin board where she posts announcements and updates daily.

“It doesn't seem to matter where you are, communication is critical,” she says.

That's true externally, too. A rancher inquiry? Darnall has it covered.

“I can answer more and more questions all the time,” she says, noting that her ag background helps. “The terminology is all familiar.”

Many cattlemen are anxious to get their carcass and feedlot data back, and because it's important to them, it's important to Ammon. She'll track it down.

“The customer really wants to know how the cattle perform and how that compares to the rest of the industry,” she says. “They want to know if they're doing everything right.”

When asked about her style, Ammon will tell you, “I'm pretty much the same all the time. I'm steady.”

In a business where trucks break down, vendors call at unexpected times, cattle need treatments, and weather changes on a whim, there may not be a trait more coveted in a feedyard employee than that.

As all work together to provide consumers with consistent, high-quality beef, it's dedicated, conscientious people like Ammon who help make that happen.

To read more about Ammon and others dedicated to the beef industry, check out <http://cab.info/256>.



## Cooking up quality in NYC

Fourteen editors and VIP guests came together in mid-June for a lesson on roasting with CAB Corporate Chef Michael Ollier. The event was hosted at “My Cooking Party” in New York City in conjunction with brand partner Le Creuset® Cookware.

Chef Michael demonstrated how to prepare the perfect rib and split-strip roasts, and later treated participants to a lunch on that perfection, along with popovers prepared with beef fat and salads topped with beef bacon.

Event participants were editors from the culinary and lifestyle magazines *Saveur*; *Food & Wine*, *Cook’s Illustrated*; *O*, *The Oprah Magazine*; *Redbook*; *Woman’s Day*; *All You*; *am New York*; *Brides Magazine*; *Cosmopolitan*; *Family Circle*; *Glamour*; *Good Housekeeping*; and *Marie Claire*. Each received a Le Creuset stainless steel roasting pan and CAB boneless rib roast.

CAB co-sponsored the media event to raise brand recognition.

While many of the lifestyle magazine editors came in unfamiliar with CAB, they left knowing that brand is a name they can trust and a resource for assistance on stories, said Mary McMillen, public relations director for the brand.

“Our goal, whether in New York City or Wooster, Ohio, is to educate consumers about *Certified Angus Beef* and proudly credit the American Angus Association and our ranching families. It’s like raising cattle,” she said. “We plant our seeds of information and often have to wait for two years for the fruits of our labors.”

