



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



PHOTOS COURTESY OF MARION MYERS, LIFE TASTES GOOD BLOG

## Roots in boots

Ranchers care. That was the overall message for a group of 18 bloggers CAB hosted near Wichita, Kan., June 26-27.

Most of the social media gurus are involved in the Sunday Supper Movement, a group the brand often works with to communicate the good news of quality beef.

Visits to Blythe Family Farms, White City, Kan., and Tiffany Cattle Co., Herington, Kan., were the bookends for a successful tour of the beef production system.

“As the brand continues its efforts to create relationships with influencers, we felt it was important to expose those influencers to all aspects of the brand, particularly our roots,” said CAB’s Margaret Coleman.

Exposing the bloggers to the live side

of the industry was the next obvious step after many had visited the brand’s Culinary Center and worked with the chefs to prepare the end product.

“By giving them a better understanding, they’re able to form a deeper connection with CAB,” Coleman said. “The more they know, the more they want to talk about the brand and the more they want to share with their friends, family and followers, and that’s the goal.”

From ranching to backgrounding to the feedlot, and later a stop at Cargill Innovations Center, attendees took note of the care cattle are provided in every stage of life.

“Just how much they truly care and their responsibility for feeding our country was a little mind-blowing,” Isabel Laessig said. The founder of the Sunday Supper movement attended and left with a more

\*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.

- ▶ Saltgrass Steakhouse Culinary Team, July 6-7
- ▶ Masters of Brand Advantages 13.2, July 10-14
- ▶ Catering Chef Summit, July 24-26
- ▶ Sysco Training Summit, July 27-28

clear picture of “the care that goes into the food that we’re eating, and what it takes to meet the 10 specifications for CAB.”

Even more, Kent and Shannon Rollins, Red River Ranch Chuck Wagon and Cowboy Cooking, near Hollis, Okla., prepared homemade biscuits on flat irons over hot coals. Hominy, baked beans and CAB “cowboy ribeyes” were the focal point for many cameras flashing.

“To have the opportunity to see things full circle, to be able to step out on a ranch and be inspired by chefs and see the simple preparation it takes to experience quality beef was a once-in-a-lifetime, dream-come-true trip,” Laessig said.

What made an impression besides the cattle care?

“That great beef came through, time and time again throughout our entire weekend,” she said.

### CAB Cattlemen’s Capstone

No matter how successful, every good idea could use an army of support behind it. The *Certified Angus Beef*® (CAB®) brand is no exception. That’s why more than 40 cattlemen and women, ranchers and farmers alike gathered at the Culinary Center June 28-30 for the inaugural Cattlemen’s Capstone event.

“The idea was to gather up a group of producers who may face different issues and approach topics from alternate points of view, but would be able to share and learn from one another for the benefit of the brand,” Justin Sexten said. CAB’s Supply Development director said while the group shared the common ground of Angus cattle, some were

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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.



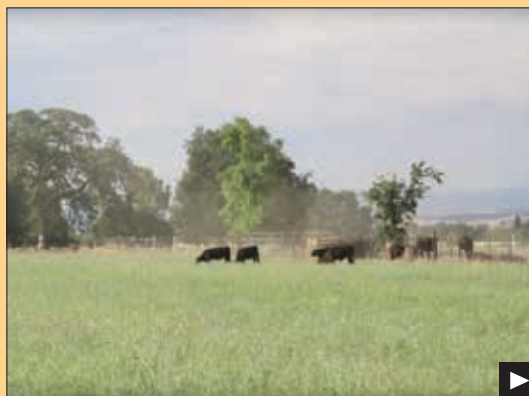
Kevin Good, CattleFax senior analyst, talks about supply and demand, and how important high-quality beef is to the trade equation. Here’s the clip: <https://www.youtube.com/watch?v=vY1bcQnbmuk>.



Galen Erickson, University of Nebraska animal scientist, was asked to predict the future of cattle feeding, so he turned to the data to discuss current trends. Here’s the clip: <https://www.youtube.com/watch?v=eDYlh-xRJWo>.



Mark McCully, Certified Angus Beef LLC vice president of production, talks about why premiums for high-quality beef are on the rise, even in the face of a greater supply. Here’s the clip: <https://www.youtube.com/watch?v=dSWdUHQZF1c>.



Cattlemen Tom Donati, Oroville, Calif., says there’s profitability and pride that comes with increased carcass quality. Here’s the clip: <https://www.youtube.com/watch?v=pf3FpratGzU>.

seedstock producers, others commercial or feedlot industry players.

The three-day event involved CAB staff-led social media training, as well as topical instruction on how to field questions that commonly arise from topics such as antibiotic use, Angus confusion and grain- vs. grass-fed beef.

“These folks are involved in the beef community already,” Sexten said. “We just want to better equip them through training and provide a consistent presence where they can access information relevant to their lives and the consumers who benefit from the product they raise.”

### Join the conversation

There’s no denying that when it comes to good food, it feels right to share. To do that, CAB created the Facebook group *Certified Angus Beef Kitchen* as a public forum.

“Anyone can join and share recipes, talk about what’s happening in their kitchens and ask questions of our chefs,” Margaret Coleman says. Since it went live last fall, the group has garnered 1,000 members.

As director of digital platforms, Coleman and her team work to position the brand on the social media mega-site. That can be a big task given the continual evolution of the platform.

Trends have moved past users having conversations on the brand’s main pages, Coleman says.

“A group, something to opt in or out — people are more likely to participate in that. Although it looks the same, it feels different and offers a think space for members to see postings, ask questions and have conversations.”

Those independent of the brand keep the conversations flowing, driving the organic nature of the dialogue.

### Video recipes soar to success

Handwritten recipes may be a thing of the past.

With outside talent, CAB developed a series of 24 video recipes that include tips for preparing beef. For use on the brand’s own social media channels and offered to retail partners, the clips, most 35 seconds or less, show viewers how to marinate a flat iron or prepare an easy cheesy burger, for example.

“The hand-in-pans concept, where you see the action with music and instructional copy, is in line with the current popularity of recipe videos on social media,” CAB’s Coleman says.

Featured recipes include the brand’s most popular cuts, along with cuts retailers feature most frequently in weekly ads.



## CAB® Insider

### CAB Insider gives subscribers the marketing edge

When Paul Dykstra, beef cattle specialist for the brand, began weekly market reporting in late 2009, nobody knew where it would lead.

Five years of his weekly *Rearview Mirror on Quality* column gave way to the more comprehensive *CAB® Insider* newsletter with three articles bi-weekly since 2015. In the last year of the brand’s former Feedlot Partners program, both newsletters came out weekly.

*The Insider* debuted as a three-page, three-article bi-weekly in February 2015 with content shared in *FeedLot* magazine’s eNews. It went directly only to those feedyards and industry partners with longtime CAB relationships.

“It was the best market newsletter that almost nobody knew about,” says Mark McCully, CAB vice president of production. “With ‘insider’ news on where markets begin, like trends in boxed beef right down to individual cuts, it was among the first to note the record rise in quality grades. Paul had hundreds of loyal readers because he was relating those signals to the live-cattle market.”

Yet for all the 300 articles created over the years, not enough cattle producers knew about the resource. Last year, CAB expanded the every-other-Wednesday newsletter to all interested email subscribers and this year began sharing some content in other beef cattle media.

Lead articles and links to current editions are now featured in the *Angus Journal Daily* and *Angus Beef Bulletin EXTRA* as fresh content becomes available.

*CAB Insider* is archived at [www.cabpartners.com/news/cabinsider](http://www.cabpartners.com/news/cabinsider), where readers can sign up for a free email subscription.

The brand provided retailers with their own set of videos that includes their brand along with CAB to use as they see fit.

“They’re getting a great response so far,” she reports.

Head to the brand’s Facebook page — [www.facebook.com/CertifiedAngusBeef](http://www.facebook.com/CertifiedAngusBeef) — to view.

### A trip to Peru

It was a swift three days as three CAB team members made their way to South America to drive sales in the Peruvian market. The 10th largest international market for the brand

provides a challenge in that foodservice staff understand quality but traditionally place more focus on faster profits.

In partnership with the U.S. Meat Export Federation and a Lima-based distributor, Impelsa, CAB co-hosted two events July 7-8 to showcase the brand.

The first focused on an audience of 40 chefs and restaurant owners, some currently using the brand while others learned about it for the first time.

CAB Corporate Chef Peter Rosenberg presented on and prepared five underutilized cuts for tasting, driving home that additional



profit can be found in cuts like the brisket, sirloin flap, ball tip, top butt and short ribs.

“Chef Peter was able to show the versatility of the cuts and how they can be utilized within different restaurant concepts,” said Matt Shoup, communications and marketing specialist for the brand. He spoke on the marketing possibilities made available to CAB-licensed partners.

“I think this group understands that our beef is of higher quality,” Shoup said, “but our goal was to differentiate that the CAB brand is different than Angus beef itself.”

The push to drive sales for underutilized cuts aligns itself with local market demand, he added.

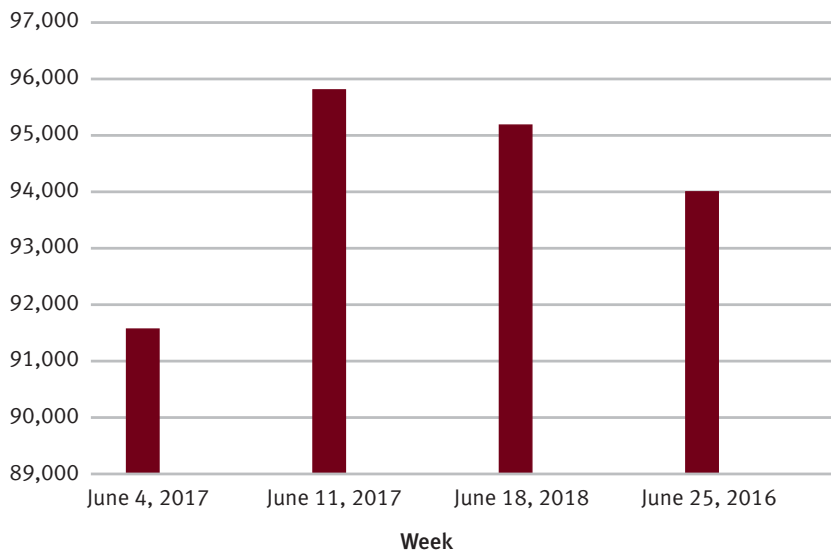
Next, the brand was on display for two meal events at the JW Marriot Lima. Originally expecting 80 people at the sit-down dinners, more than 280 showed up to sample CAB product.

“People came in, sat down and didn’t leave,” Shoup said.

Rosenberg worked with JW Marriot Head Chef Julio Ferradaz to show the product at work, the power of the brand and the power of beef.



**Fig. 1: Weekly carcasses certified into the CAB® brand**



► Numbers — they’re never dull! Weekly carcasses certified into the CAB brand exceeded 90,000 head each week of June, but there’s more. June 11 set an all-time record week with 95,000 head certified. Attributed to an increase in fed harvest numbers, a higher percent of those being Angus-type (nearly 70%) and acceptance rates averaging 30%, it’s all strong evidence that cattlemen have responded to the signals to rebuild the once-fading herd with more Angus cattle backed by high-quality genetics.