



Brand News

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

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For recipe ideas, storage and handling tips,
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National Beef's CAB Natural

The longest-running *Certified Angus Beef*® (CAB®)-licensed packer, National Beef Packing Co., now offers CAB brand Natural product, processed through its facility in Liberal, Kan.

CAB Director of Packing Clint Walenciak says National Beef has been a major participant in the “natural” world with their own label already available.

“Bringing on CAB Natural production was a natural progression,” he says.

One of the first processors of CAB Prime and operating plants that in recent years ranked first and second in total CAB volume, Walenciak says the stage was set.

National is the fourth processor to offer CAB Natural, joining Tyson Foods, Niman Ranch and Golden West Food Group Inc.

DNA key to keep improving

There’s a system for pinpointing traits to get the best-quality cattle on the ground, and that’s what Tom Sackmann intends to establish.

Based in Chesterfield, Mo., the commercial and purebred Angus producer’s herds are in North Dakota, where his goal is to offer only the best.

“The reason we use genetic testing is to make sure we don’t have problems with genetic defects in the herd,” he says.

High-density genomic testing on the purebred side and GeneMax® Advantage™ on the commercial heifers point Sackmann toward the top-end breeding stock in multiple traits so that their calves raise the bar.

“I am a firm believer that if you have tools available to help better your herd, you need to use them,” he says.

When Sackmann and his family started the purebred operation six years ago, they wanted to do what all the other successful breeders were doing, while putting their own stamp on results.

“Just because the animal looks good to the eye, doesn’t mean it has the best traits,” he says. “You can’t get up in the morning and say, ‘I hope we have better cows today’ and not do anything about it.”

That’s especially true when setting up an affordable and systematic approach to genomic testing can turn hopes into reality.

“Premium products are going to hold their value,” Sackmann says.

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



A ranch takeover

For the last two years, CAB's Black Ink team has supplied shots for the popular social media outlet Instagram, revealing personal photos of cattle and the people who produce them.

Taking a cue from CAB's consumer account, @certifiedangusbeef, where CAB-licensed chefs "take over" the social media presence to show what goes on behind the scenes, @blackinkbasics handed over the reins to someone who supplies it.

The brand's 2015 Seedstock Commitment to Excellence award winner, Tokach Angus Ranch, Saint Anthony, N.D., welcomed followers to join in from afar as they tackled

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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 335 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.

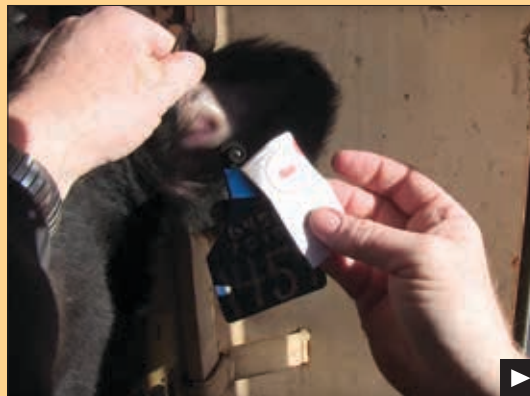
- ▶ Grupo Palace, Sept. 5-8
- ▶ Ito Ham, Sept. 5-6
- ▶ US Foods Tampa, Sept. 12-14
- ▶ Sysco Charlotte, Sept. 26-27
- ▶ Sysco Columbia, Sept. 27-29
- ▶ Sysco Central Florida, Sept. 27-29

Digital extras

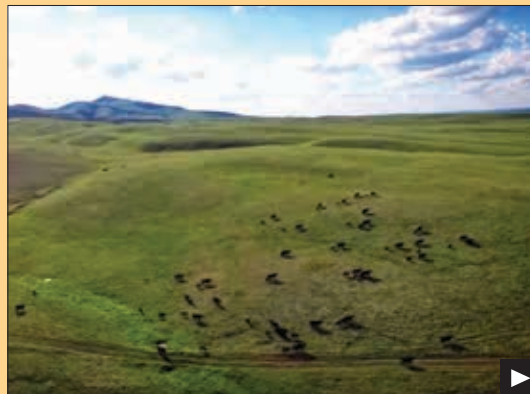
Certified Angus Beef LLC (CAB) and the American Angus Association provide these video segments. Readers of our digital edition can click on the photo to launch the respective YouTube video. The url (www ...) for each video is also provided for our print edition readers.



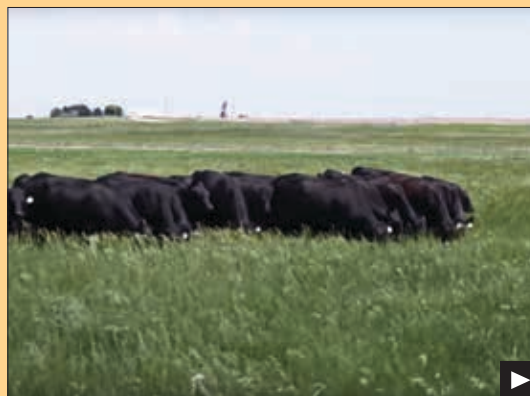
Glynn Tonsor, Kansas State University ag economist, discusses the advantages and disadvantages of the North American beef community compared to the rest of the world. Here's the clip: <https://youtu.be/5FG129Mxd1E>.



Kent Andersen of Zoetis talks about the updates to the GeneMax® Advantage™ genomic test, and how those changes will benefit its commercial cattlemen users. Here's the clip: https://www.youtube.com/watch?v=r5FXNQ_WREU.



Bryan Ratzburg, a Galata, Mont., Angus producer, talks about his cow herd goals and how he gets there. Here's the clip: https://youtu.be/Mu44KrD_AKk.



Titus and Erika Jaeger, who operate a cattle operation near Ingalls, Kan., discuss how their holistic approach relates to consumer demand for beef. Here's the clip: <https://www.youtube.com/watch?v=PH2ij6WygEs>.

the responsibilities required to keep the ranch in motion through a #TokachTakeover.

“Not only was this a way to perhaps expand our reach,” Miranda Reiman, CAB assistant director of industry information, says, “it was also to grow content and show folks what’s going on out in cattle country.”

North Dakota Septembers vary greatly with other areas of the country and therefore provide a perspective to a different area for many who follow. It also points those interested in the right direction to find more content through additional CAB communication outlets.

“By nature of Instagram, there’s not a lot of room to share large amounts of data or science, but it’s a way for people to know what we are thinking about and to see what our team is seeing,” says Reiman.

“#TokachTakeover was an awesome experience for our ranch,” Kathy Tokach says. “We enjoyed sharing a few of our days with everyone and hope to see some of our new friends at National Angus Convention in November.”

Keep an eye out for future rancher takeovers during crucial times in a cattleman’s calendar (i.e., breeding and calving time), and catch them first by visiting @blackinkbasics on Instagram.

Focus on health in the Bay Area

Keeping in step with the success of last year’s Sysco Los Angeles health care event, Sysco San Francisco raised the bar even higher. Partnering with the brand as part of the Focus on Health care initiative, the licensed distributor hosted a CAB-specific seminar designed to target 40 health care companies in the Bay Area, Sept. 13.

“Overall, it was a smashing success,” Diane DiDonato said, contract sales manager for the brand. “Countless health care guests approached me to share their appreciation for the seminar, how much they learned about beef and their interest in ordering product.”

After discussion about cooking techniques and menu applications for popular health care cuts like the CAB chuck roll/ neck off, chuck shoulder clod heart, inside round and



CAB burger challenge

It’s simple, really. Visit the Sunday River Brewing Co., Bethel, Maine.; enter the “Burger Challenge”; and walk away with \$100, a T-shirt and the respect of foodies everywhere.

The catch: The 5-lb. CAB burger is loaded with toppings to be devoured — in 30 minutes or less.

Brewpub owner Rick Savage created the challenge mid-August; a month later there were no victors. Fitting with September’s National Cheeseburger Day, the contest made its way to the big screen Sept. 18 as *Fox & Friends Weekend* aired contestants vying for the prize.



teres major, some of those were broken down and sampled by the audience during a vendor food show, bringing the brand presentations full circle.

Volume sold in the weeks following the event will be analyzed for similar plans moving forward.



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

