



# Brand News

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

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## Blogs:

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

## Twitter:

@BlackInkBasics  
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For recipe ideas, storage and handling tips,  
restaurant listings, retail store locations  
and cooking information, visit  
[www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

## Erceg joins CAB team

When Nicole (Lane) Erceg interned with the *Certified Angus Beef*® (CAB®) brand in 2014, her postgraduation path wasn't set, just the fact that she'd always be a CAB fan.

This summer she rejoined the Black Ink Team as a producer communications specialist.

"Nicole's combination of writing and digital marketing experience is perfect for this position," says Miranda Reiman, director of producer communications. "She's driven, organized and as passionate about agriculture as the rest of our team."

Based in the Wooster office, Erceg contributes to the division's overall mission through news and feature writing, blog posts, social media content and digital strategy. She also serves as liaison between consumer-facing communications and the link to cattlemen.

"It's exciting to see Nicole using her previous background and experience to jump right in and start tackling projects," Reiman says.

Prior to signing on with the brand, Erceg was the digital communications director for Ranch House Designs, and completed internships with the *Angus Journal*, Kansas Wheat Commission and Kansas Department of Agriculture.

Erceg and husband Jake are Oregon natives and Kansas State University graduates. They recently moved to Ohio from North Carolina.



Nicole (Lane) Erceg

## From gate to plate in 30 minutes

The No. 1 request from foodservice professionals when they arrive at the CAB Culinary Center is, "Can we go see cows?" For most groups, a farm visit is out of the question due to long travel times, weather and ranchers' busy schedules.

Until now.

Recently CAB partnered with the Atterholt family at nearby Jeromesville, Ohio, to help provide that on-farm experience for nearly all Culinary Center visitors. Brothers Aaron and Mike Atterholt, along with their wives, both coincidentally named Mandy, raise Angus seedstock, corn and soybeans just a 30-minute drive from CAB headquarters in Wooster.

"If we don't tell our story, someone else will," says Aaron's wife Mandy. "You can see the excitement the moment people step off the bus, and most can't stop taking pictures. At the end of the visit, people tell me, 'I can't wait to tell your story. This is going to help me sell more beef!'"

Together, the group shares the story of their family farm and Angus breeders around the country to help connect the hard work that happens on the ranch with the CAB brand's exceptional eating experience.

"Our partnership with the Atterholt family allows us to connect all the dots in



\*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.

- ▶ Waltonwood Senior Living, Aug. 1-2
- ▶ US Foods Training Summit, Aug. 9-10
- ▶ Del Monte Meat Co., Aug. 10-11
- ▶ Indigo Road Restaurant Group, Aug. 14-16
- ▶ Blue Ribbon Meats, Aug. 21
- ▶ US Foods, Aug. 21-23
- ▶ Cargill, Aug. 25
- ▶ Southern Foods, Aug. 29-30

the beef production cycle,” says Justin Sexten, director of supply development. “Going from the farm gate to the plate isn’t something you can do just anywhere. Now we can show our visitors calves, yearlings, steers and life on the ranch, and then walk into the Culinary Center where they can see a hanging carcass and taste *Certified Angus Beef*.”

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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](http://www.cabpartners.com) or [www.angus.org](http://www.angus.org) for more information.



Marc Stevens of Circle Bar Ranch near Ashland, Mont., shares how Angus cattle fit into this historic ranch’s story. Here’s the clip: <https://www.youtube.com/watch?v=GzvrNzgh6AQ>.



Texas A&M University animal scientist Jeff Savell says data trends from the National Beef Quality Audit indicate quality cattle are here to stay. Here’s the clip: <https://www.youtube.com/watch?v=wZeHiHp23hE>.



Steve Suther, producer communications senior editor for Certified Angus Beef LLC, talks about the ways to be sure your cattle top the market. Here’s the clip: [https://www.youtube.com/watch?v=IxCaTFuA6\\_8](https://www.youtube.com/watch?v=IxCaTFuA6_8).



Lee Borck, Manhattan, Kan.,-based chairman of Integrated Livestock Systems and the Beef Marketing Group Cooperative, talks about risk and reward in cattle feeding for consumers. Here’s the clip: <https://www.youtube.com/watch?v=SoLfAgv91SQ>.



**Chef values Culinary Center**

Jeremiah Bacon, executive chef and partner in the Charleston, S.C., Oak Steakhouse, said a visit to CAB's Culinary Center was like bringing his team "to the mothership."

The recognized culinary artist leads the charge at the Oak but is part of The Indigo Road restaurant group that gathered their chefs and operations manager in Wooster. Six properties were represented.

"Jeremiah is an incredible leader and knows the importance of his colleagues gaining a deeper understanding of the brand," said Mary McMillen, CAB strategic partnerships director.

All but one had been on ranch visits before, so they spent most of their time with Phil Bass in the meat lab and learning the history of the brand, McMillen said. "They were sponges."

Massie Valentine, sous chef at the Oak, said the trip reinforced his faith in the CAB brand.

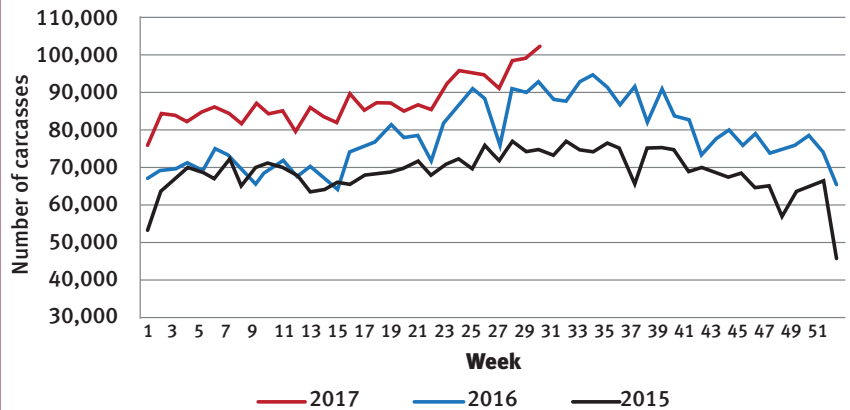
"It was easily one of the coolest experiences I've had," he said. "I don't think I'll ever be able to serve or eat anything beef-wise that isn't CAB ever again."

With locations in North and South Carolina, Tennessee and Georgia, Oak Steakhouse is a longtime CAB partner, selling no other brand of beef, with options of CAB Prime and Natural as well.



► Chef Jeremiah and team from The Indigo Road group came to the CAB Culinary Center to work on even better ways to prepare and present the best beef.

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



► Numbers are in and there's reason to celebrate. The official head count for CAB-certified carcasses surpassed 100,000 the week of July 23. Compared to 92,741 head that same week in 2016, Angus ranchers should keep the good thing going as thousands of brand partners around the world work to satisfy growing demand.



► Food is a universal comfort. When it came time for renowned Louisiana chef John Folse to give back to the Baton Rouge, La., community after flooding, he knew it would be through the Dining by Design event. CAB contributed product, and Brand Ambassador Chris Sherill participated, as well.

