



Brand News

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

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recipe ideas, storage and handling tips, restaurant
listings, retail store locations and cooking
information, visit www.certifiedangusbeef.com.



'Dr. Phil' on 40 Under 40

It was a rare moment for Phil Bass. That's "Dr. Phil" to all who know the corporate meat scientist for the Certified Angus Beef® (CAB®) brand. Rare because national honors don't come around often, and because the naturally talkative Bass was so taken aback.

The call from Vance Publishing's Agribusiness Group was to notify Bass he'd been named one of the company's 40 Under 40.

Started just last year, 40 Under 40 recognizes those judged most likely to make a difference in advancing the cause to double food production by 2050, says Vance's Greg Johnson.

Certified Angus Beef LLC (CAB) President John Stika wrote in a nominating letter, "Phil is a natural teacher and shares an engaging mix of meat science and the beef production story with leaders and influencers invested in our food supply." Stika described Bass as a forward-thinking, creative leader.

Those who take in his riveting blend of theatre and meat science wonder how much of that is an act. The answer is, not much.

"It doesn't matter where I go, this is me. This is all you get," Bass says. "It's just that CAB allowed me to really start to grow in that respect and do what just comes naturally to me — to teach, ya know. To be recognized for that, that's just beyond words. It's just really, really cool."

For all his imaginative powers, the extroverted scientist couldn't see himself on the honored list before that phone call.

"This is something that other people achieve. I would probably be one of the people

► Phil Bass, "Dr. Phil" to all who know the corporate meat scientist for the Certified Angus Beef® (CAB®) brand, was recently notified that Vance Publishing's Agribusiness Group named him as one of the company's 40 Under 40, which recognizes those judged most likely to make a difference in advancing the cause to double food production by 2050.



writing the nomination, or the guy giving the pat on the back to the other folks," he says.

Still, Bass feels no extra pressure now that he's on the list; he will just keep on being Dr. Phil.

"This isn't the pressure. No, the pressure's just every day, waking up and saying, 'What can I do to get better?' And for my family, for my community, for my company and for the agricultural community, really. That's what it's all for, yeah."

Vance Publishing's Agribusiness Group will feature profiles of Bass and the other 39 honorees in November and December print editions of its nine publications. All will be posted on www.40Under40ag.com.

Industry Information interns

Katy Kemp of Decatur, Texas, and Karoline Rose of Three Forks, Mont., are CAB Industry Information interns for the 2014-2015 school



Katy Kemp

term, sharing the stories of how Angus producers meet consumer demand for quality beef.

Since late August they have been writing news releases and technical articles, creating social media

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posts and planning for feature story travel, interviews and photographs.

A master's student in ag communications at Oklahoma State University, Kemp's bachelor's degree was in animal science at Texas A&M University. As a third-generation Angus producer, she grew up working on her family's purebred operation, helping to increase the herd size and quality genetics through selective breeding.

Rose, a Montana State University senior in animal science, founded Collegiate Stockgrowers and is into wool and livestock judging teams, Young Farmers and Ranchers, and FFA's New Century Farmer program.



Karoline Rose

The daughter of a rancher, cattle buyer and stock-dog trainer, Rose manages her own small Angus herd with hopes to expand the family operation one day.



Burgers in Bahrain

A new burger concept chain is developing in the Kingdom of Bahrain. The small island country on the western shores of the Persian Gulf has welcomed Meat Central, a high-end burger joint that offers patrons Halal CAB-brand burger patties topped with only high-end ingredients.

It's owned by Butcher Baker Good Times, Jawad Business Group, and the burgers come from Burger Maker, supplied by long-time CAB partner United Source 1. Those burgers at Meat Central meet all U.S. and Halal requirements and arrive in patty form.

As one of the largest franchise owners in the Middle East, Jawad Business Group — known

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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.



Western Nebraska ranchers Bob and Wilma Post are making changes in their herd to target premiums, and maintain ownership in the feedlot to reap the rewards of genetic improvement. Here's the clip: <https://www.youtube.com/watch?v=eDPog4eumzM>.



West Texas A&M University research shows that consumers prefer high-quality beef to all other protein options, and other choices in the beef category. Lindsay Chichester, now with the University of Nebraska—Lincoln Extension, talks about the work she did while completing her doctorate in Texas. Here's the clip: https://www.youtube.com/watch?v=_8KNYKCoBGg.



The dynamic between ranchers and chefs is one of the most interesting partnerships of the Certified Angus Beef® (CAB®) brand. Mary McMillen, CAB director of public relations, along with two of the brand's chef ambassadors, share the value of working with Angus ranchers. Here's the clip: <https://www.youtube.com/watch?v=Y8pbU3HFTQk>.



Dan Basse, president of AgResource Co., explains how infrastructure and cow herd numbers affect corn and beef prices going forward. Here's the clip: https://www.youtube.com/watch?v=US5t77_lp98.



Bike racing and beef tasting

The Colorado Rockies served as the backdrop for the largest spectator event in the history of the state as cyclists faced extreme altitudes and challenging terrain. The USA Pro Challenge called “America’s Race” welcomed some of the world’s top athletes to vie for its prize.

Spectators, on the other hand, got a prize of another kind: beef.

The seven-day event last Aug. 18-24 provided on-site viewers with meal after meal as athletes faced the grueling conditions of the mountains.

Whether feasting on CAB-brand flank/bistro steak with chimichurri, slow-roasted Colorado top sirloin or tri-tip sandwiches on honey-butter biscuits, VIP guests were guaranteed a good time along with a satisfied appetite.

CAB is a Founding Partner of the race, along with other international brands like Lexus and Coca Cola, but this year marked a new level of involvement. NBC aired a national commercial that highlighted the relationship between CAB and active Pro Challenge sponsor Smashburger. The commercial later ran on NBC Sports and the Colorado race channel.

“We had our commercial playing every other day from the first day in Aspen all the way through the last day in Denver,” says Kelly Murray, CAB assistant director of foodservice marketing.



Besides that commercial, the event allowed for CAB and Smashburger staff to work together to engage current and potential customers and promote both brands.

“We’re partnered with the right image,” Murray adds. “Smashburger is that high-quality, fast-casual restaurant, that is right in line with who we are.”

▶ **Left:** From tri-tips to tenderloin, guests enjoyed delicious CAB product while taking in the race.

for their Fuddruckers franchise — plans to differentiate from competitors by placing a focus on premium menu items, with CAB at the forefront. With select stores already serving as of late summer, plans are in place to open many more across the entire Middle East.

“Whether we’re talking domestically in the United States or worldwide, there’s a great deal of focus on gourmet burgers and that type of eating,” says Geof Bednar, international director for the brand. “That’s popular in Asia, the Middle East, Europe, anywhere in the world today. From a franchise perspective, I think the gourmet burger concept is probably the hottest trend.”

Competition heats up in Saipan

Who says a little island rivalry ever hurt anybody? Sometimes the payoff can even be nutritious. In Saipan, the recent 2014 CAB Chef’s Competition rewarded qualifiers with steaks and more.

Organized by brand distributor Triple J, the annual event brought together culinary teams from major hotels on the western Pacific island for a cooking competition. Adhering to the geographically expansive theme “Mexican Beef Tacos,” contestants were given the same ingredients. Then they were challenged to make use of the CAB-brand ground chuck, avocados, tomatoes, spices and the like to create the best recipe for judges to sample.

Hyatt Regency Saipan took first prize, while top placers received differing monetary amounts, a trophy and a CAB gift bag including steak knives, a barbecue grill set, brand image booklet and dinner for four at a CAB-licensed restaurant. The contest served as the final leg of the 2014 Taste of Marianas Food Festival.

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.

- ▶ City Square Steakhouse chef team, Sept. 11
- ▶ ACME apprentice meat cutters and department managers, Sept. 24
- ▶ Metropolitan Meat, Seafood & Poultry Co., Sept. 29-30
- ▶ Strack & Van Til, Sept. 30

Vinson Deleon Guerrero, lead cook for Giovanni's at Hyatt, said his team slow-cooked the beef for 12 hours. "We wanted to stay within the Mexican

tradition of tacos and put out basic condiments such as the salsa, guacamole, chilis and pico de gallo, and tried to infuse as much of the local ingredients as we can using

mangos, avocados and donni (local hot pepper) on the island," he said.

