



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
and cooking information, visit
www.certifiedangusbeef.com.

Tokyo office opens

Along with the end of summer, August captured a poignant moment in the Certified Angus Beef LLC (CAB) international realm as the company's Tokyo office officially opened for business.

During the reception at the Tokyo American Club, CAB President John Stika accepted a congratulatory letter from U.S. Ambassador to Japan Caroline Kennedy, hand-delivered by David Miller, U.S. Minister-Counselor for Agricultural Affairs.

For the ribbon-cutting ceremony at the new office, Stika and Norio Arai, general manager of Kanematsu Corp., one of the brand's largest distributors and importers in Japan, sliced the ribbon with meat cleavers.



Doing business from that office is Takayoshi Hirayama, CAB senior manager, who will guide brand sales and marketing for beef packers, distributors, restaurants and retailers in Asia.



CAB processors to watch

There's no doubt the *Certified Angus Beef*® (CAB®) brand value-added products division is growing. Through healthcare initiatives and an expanding selection, consumers and retailers who want more meal solutions have found their answers.

The September issue of *Progressive Grocer* listed Old Neighborhood Foods' CAB brand shaved steak as an "Editor's Pick." In the same month, *Refrigerated & Frozen Foods* named Lower Foods the "2016 Processor to Watch."

These CAB processor partners strive to stay ahead and differentiate through quality.

Crystal Meier, senior corporate communications manager for the brand, says there's great value in such recognition.

"It shows there's a CAB product for every plate," she says.

Narrowing the focus to the specific awards, CAB's Brett Erickson, director of value-added products, says offering a shaved steak lets the brand capture the value of underutilized cuts such as the rib lifter and pectoral meat.

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



“The value of this product is that its presence creates an opportunity,” Erickson says. “The beauty of the shaved steak is that it has tremendous application in a number of different meals.”

What was once difficult for consumers to get their head around for menu ideas is now user-friendly.

“We’ve used this raw material in a number of other items, but we’ve never offered a shaved steak in the way they’re showcasing it,” he says. “You can use it as a Philly Steak, in a salad or a burrito wrap, even as a pizza topping. There’s just so much versatility to it.”

Longtime CAB retailer Meijer has gone so

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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.

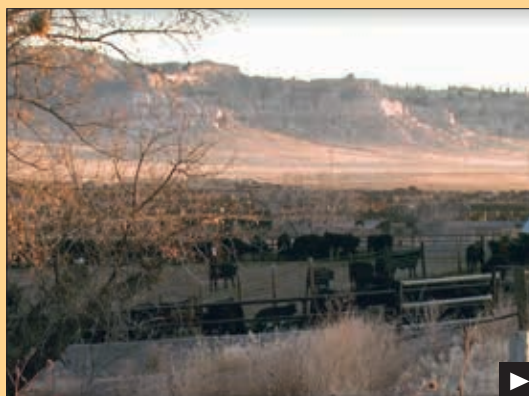
- ▶ Sysco Connecticut, Sept. 1-2
- ▶ Leows Hotel Group, Sept. 8-9
- ▶ Sysco Cleveland Chefs, Sept. 14
- ▶ Pepper Foods/Marubeni – Japan, Sept. 15
- ▶ PFG Corporate, Sept. 16
- ▶ Buehler’s Bakery Managers, Sept. 17
- ▶ Media Guest George Mots, Sept. 17-18
- ▶ Sysco Cleveland DSM training, Sept. 25
- ▶ Sysco Cincinnati Customer Event, Sept. 19

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.



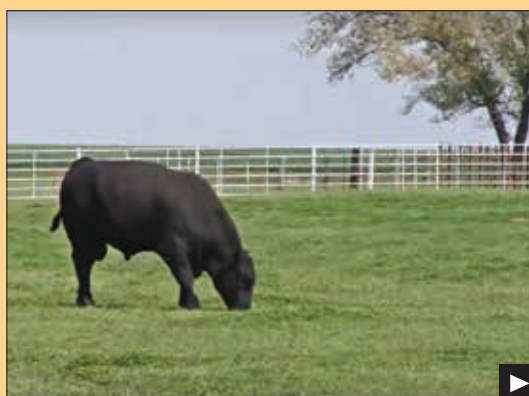
Cattle feeders Shawn and Shane Tiffany, Herington, Kan., (recently presented the CAB Feedlot Commitment to Excellence Award) talk about getting their start in the cattle business, and why the risks are worth it. Here’s the clip: <https://www.youtube.com/watch?v=WhqAx4d9gIY>.



Dan Basse, president of Ag Resource Co., talks about the world economy and factors that give his team a bearish outlook on ag commodities in the near term. Here’s the clip: <https://www.youtube.com/watch?v=5cDb2of9cdo>.



Sara Place of Oklahoma State University and Kim Stackhouse-Lawson of the National Cattlemen’s Beef Association talk about sustainability research and its practical application. Here’s the clip: <https://www.youtube.com/watch?v=BCvrvt9AamU>.



Larry Kuehn, research geneticist for the U.S. Meat Animal Research Center, talks about the inclusion of carcass weights in their across-breed EPD adjustment factors. Here’s the clip: <https://www.youtube.com/watch?v=KgfW32n34jo&feature=youtu.be>.

far as to offer the product in the full-service case, so shoppers can select how much they want to take home.

“It’s similar to the concept of ground beef, but it’s not ground,” Erickson says. “The shopper can add any seasoning she wants to with it; she can use it in a multitude of different applications.”

On the other hand, although known for supplying quality products, Lower Foods’ recognition comes from changes they’ve made within the plant. The producer of whole and sliced deli meats for foodservice and retail now produces only allergen-, gluten- and MSG-free products.

“They are the brand’s first licensed processor to take that approach,” Erickson says.

It’s a response to an industry movement for fewer ingredients in further-processed products brought on by consumer demand for “cleaner labels,” he adds.

Within the shorter list of ingredients, shoppers want those “as natural as possible — like what you would find in your home pantry,” Erickson says.

Drought’s silver lining

Weather is a consistent unknown in the cattle business, yet it often determines success for the year.

Texas and the Southern Plains have suffered drought for years, but May moisture brought relief with lasting effects. One Texas producer recently noted that although drought forced a herd reduction of 100



Montana Angus Tour

The 41st annual Montana Angus Tour was one for the books as buses, cars and pickups shuttled cattlemen from nearly 25 states to Big Sky Country Sept. 15-17, for a close look at the local market and beef industry.

With the Midland Empire region as host and Billings as the center, the rotational event connects breeders, ignites passion and educates leaders. This year’s focus on area seedstock ranches afforded the opportunity to gain further insight into Angus genetics. More than 20 Angus breeders and three nationally recognized bull studs welcomed participants to their operations throughout the three-day event.

Paul Dykstra, beef cattle specialist for CAB, shared an industry outlook and discussed late-summer markets, carcass weights and packer trends, all from the bed of a pickup.

“Cow numbers are going up the next couple of years, but it’s not going to happen overnight,” he said. As far as those record-heavy carcass weights, Dykstra said, “We have kind of hit the ceiling as to what the packers are willing to tolerate.”

The recent market drop was “a wake-up call to some, but they knew cattle prices couldn’t stay that high forever,” he said. The interaction with cattlemen from the northern Rockies and Plains was time well-spent.

head, the silver lining is this fall’s better, more profitable herd. The best and youngest cows remaining position him to spend less and make more.

That’s the story across much of that region, and consumers will share the benefits in terms of better quality grades, says Mark McCully, CAB vice president of supply.

“We see weeks where the industry keeps setting new records for the percentage of Choice and Prime, and that coincides with record-high *Certified Angus Beef* brand acceptance rates. In June, for the first time ever, we exceeded 30% CAB across the nation for the entire month,” he says. Amazingly, July tied that record.

“How and why?” McCully says many have asked. Tight cattle supplies and cheaper feed met market incentives to produce higher quality to encourage feeding better cattle longer.

He explains the heavier carcass weights have allowed packers to offset some of that shortfall in cattle numbers because each one is heavier.

The drought left a younger, higher-quality cow herd on which more and more cattlemen are using Angus bulls, McCully says. It all works together to bring the record-high grades that spell good news for everyone.



► A group from Dallas-based Consolidated Restaurant Operations Inc. recently visited Pullen Angus, Bellevue, Texas. Although the September event was a hot 103° F the first day, the second was a great (and much cooler) day to learn about some of the ranchers and cattle behind the *Certified Angus Beef* brand.