



Brand News

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

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restaurant listings, retail store locations
and cooking information, visit
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To a packed room CAB President John Stika said CAB remains dedicated to its original purpose.

CAB celebrates 2015, looks ahead

More than 670 partners joined staff and honored guests for the Certified Angus Beef LLC (CAB) Annual Conference Sept. 24-26 in San Antonio, Texas. Ranchers and retailers, packers and foodservice people gathered in the Lone Star State as the brand closed its books on fiscal year 2015 to cast vision on the next.

CAB President John Stika said the idea was never to revolutionize the beef industry. Instead, the founders' idea "was simply to make raising Angus cattle a viable option for anybody passionate about the breed and passionate about the highest-quality beef the breed has to offer."

To a packed room Stika said CAB remains dedicated to its original purpose.

"Within this room there is a sense of pride and passion for the quality that unites us," he said.

Between celebratory meals, attendees heard from staffers and industry experts, including CattleFax CEO Randy Blach,

on market projections and trends, as well as new marketing initiatives to support their push for quality beef. Featured speaker and television personality Mike Rowe entertained guests while agriculture advocate and Kansas rancher Debbie Lyons-Blythe shed light on social media opportunities.

It was not only a time to look ahead, but a time to reflect and reward those with an unrivaled commitment to CAB. With emphasis on the brand's heritage, commercial and seedstock Angus producers were recognized for their continual efforts to supply cattle that meet the 10 elite specifications. Partners in retail, foodservice and international sales received accolades, as well.

Collectively, through the G&C Food Distributors/Palmer Food Services Mick Colvin Scholarship (golf) Classic and auction, attendees raised a record \$100,000 for the scholarship fund that recognizes and supports the beef community's top students.

"The quality beef movement took another step forward this year," Stika said. "In spite of tight supplies and record-high prices, your efforts to aggressively promote the brand drove sales to a record 896 million pounds (lb.), 14 million more than last year."

The ninth consecutive annual record marks the 11th straight year cattlemen and licensees have come together to achieve sales growth.

The 2016 conference will head further west to Tucson, Ariz., Sept 22-24.

► **Right:** Collectively, through the G&C Food Distributors/Palmer Food Services Mick Colvin Scholarship (golf) Classic and auction, attendees raised a record \$100,000 for the scholarship fund that recognizes and supports the beef community's top students.



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

Hamburger Hop

Top chefs from the Chicago area battled in a fun and tasty burger showdown during the sixth annual Hamburger Hop.

This year, 15 chefs competed for bragging rights as creator of the best burger. A panel of eight judges and ticketholders sank their teeth into gourmet burgers made from grass-fed beef, Wagyu beef or *Certified Angus Beef*[®] (CAB[®]) brand Prime.



Brand partner Buckhead Beef was a top sponsor, offering the chefs a chance to use CAB Prime for the first time at the competition.

Bryan Schaaf, media and communications manager for the brand, met with the chefs to talk about that kind of opportunity and more.

"I went to let the chefs put a face to the brand and perhaps answer any questions they might have about CAB," Schaaf said. "We're talking to a lot of them now about another way to step that up and bringing them to Wooster to our Culinary & Education Center."

Each chef and crew was given one hour to prepare their gourmet burgers for the judges before the general public joined in. As the night went on, 1,400 guests enjoyed burgers on top of the Harris Theater.

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Meanwhile at the ECC

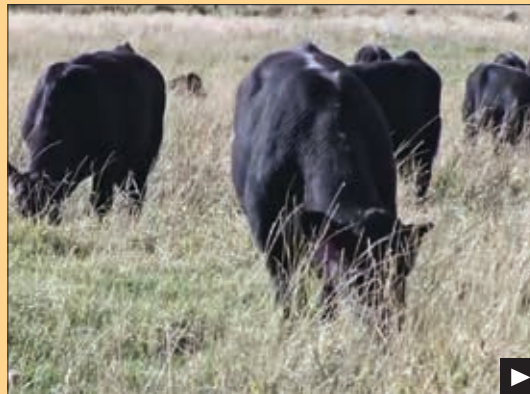
Since its establishment in February 2012, the CAB Education & Culinary Center (ECC) has served as a unique gathering place. Partners in and outside of the beef industry are gaining insight into the brand and the quality beef that defines it.

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.

- ▶ Masters of Brand Advantages 9.3, Oct. 5-9
- ▶ Sysco San Francisco, Oct. 13-14
- ▶ Sysco Intermountain, Oct. 20-21
- ▶ Chef Summit, Oct. 26-28
- ▶ Fall Cooking Class, Oct. 30

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.



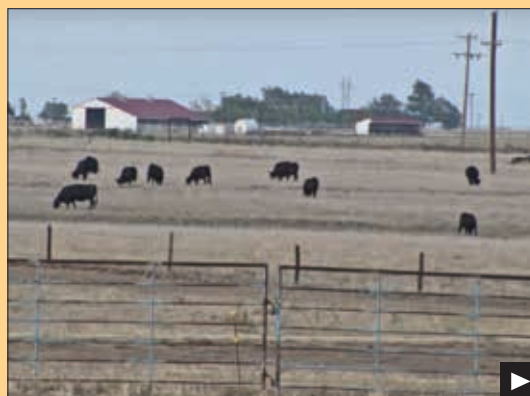
Galen Erickson, University of Nebraska feedlot specialist talked everything from feedstuff options to growing and finishing decisions at the Feeding Quality Forum hosted in La Vista, Neb., and Garden City, Kan., in August. Here's the clip: <https://www.youtube.com/watch?v=7bhlQdCd6pw>.



Ken Conway, president and founder of the GeneNet marketing alliance, talks about the advent of grid marketing and how cattlemen have made it work for them. Here's the clip: <https://www.youtube.com/watch?v=QcJGO7Hd0G4>.



Zoetis Technical Services Veterinarian Marilyn Corbin gets producers thinking about what the Veterinary Feed Directive might mean for them. Here's the clip: <https://www.youtube.com/watch?v=h4EnEjM7sb0>.



John Paterson, executive director of education for the NCBA, talks about the expansion phase of the beef cycle and the opportunities that represents. Here's the clip: <https://www.youtube.com/watch?v=vKZV5pBWK3A>.

David Burke's Primehouse, represented by chef Dino Tsaknis, won Judge's Choice for his CAB burger topped with aged provolone, broccolini and other indulgent ingredients. The People's Choice Award, judged by ticketholders, went to chef Daniel Grynevich of Kuma's Too for his CAB burger sandwiched between a hamburger bun and Belgian waffle.

"This high-profile event is so worthwhile for CAB because it gives us a chance to get up close and personal with chefs," Schaaf said.

The Roast Perfect app

You could say Butterball® owns Thanksgiving, or perhaps Weber® owns grilling. Why not let it be said CAB owns roasting beef?

That was the question asked by Lou Hammond & Associates, a national public relations firm for the brand. The result: Roast Perfect, CAB's first fully consumer-focused mobile application or "app" that includes everything a person should know about the cooking technique.

Careful to not confuse the method with a beef cut so named, CAB Chef Michael Ollier says, "roasting, by definition, is putting a cut in a dry-heat environment." While it's common for shoppers to jump to thoughts of a cut instead, Ollier says, "It was intentional that this app would only conquer that one technique."

"We did some legwork and research and found out that nobody really owns roasting,

► Florida rancher R. Roy Pette-way of Petteway Citrus & Cattle, Zolfo Springs, Fla., visited with Rob Crook, center-of-the-plate specialist for Sysco South Florida. The rancher spoke to a group of foodservice professionals in the Fort Lauderdale and Miami areas. Part of the Sysco South Florida Market Expo, the Sept. 29 seminar brought to the table current topics in the beef community of particular interest to the Sunshine State.



so we decided this was our time," says Mary McMillan, CAB director of public relations.

Partnered with *Le Creuset*® Cookware, the New York media event "My Cooking Party" last June saw 14 food editors and VIP guests jumpstart the movement. Ollier showed them how to prepare the rib and split-strip roasts, and later treated the group to a lunch that included CAB roasts, popovers and salads topped with beef bacon.

With the groundwork set in June, it wasn't until the brand's annual conference in the fall that the app was officially launched and consumers began downloading.

Research reveals 25% of consumers have never cooked a roast, while 43% of those who have only prepare one per year. Focus on the specific cooking method and the array of cuts available is expected to drive the profitability

of both middle meats (40% of the app's focus) and end meats.

"Consumers are looking for ideas to cook," says CAB President John Stika. "They want to increase their confidence in the kitchen, and we are here to help."

A fan of kitchen camaraderie, Ollier says he expects the impact to be felt more through the senses.

"When you have a roast, it's a gathering of people," he says. "Roasting fills the home with an aroma that engages everyone, inherently gathering us in the kitchen and around the dinner table."

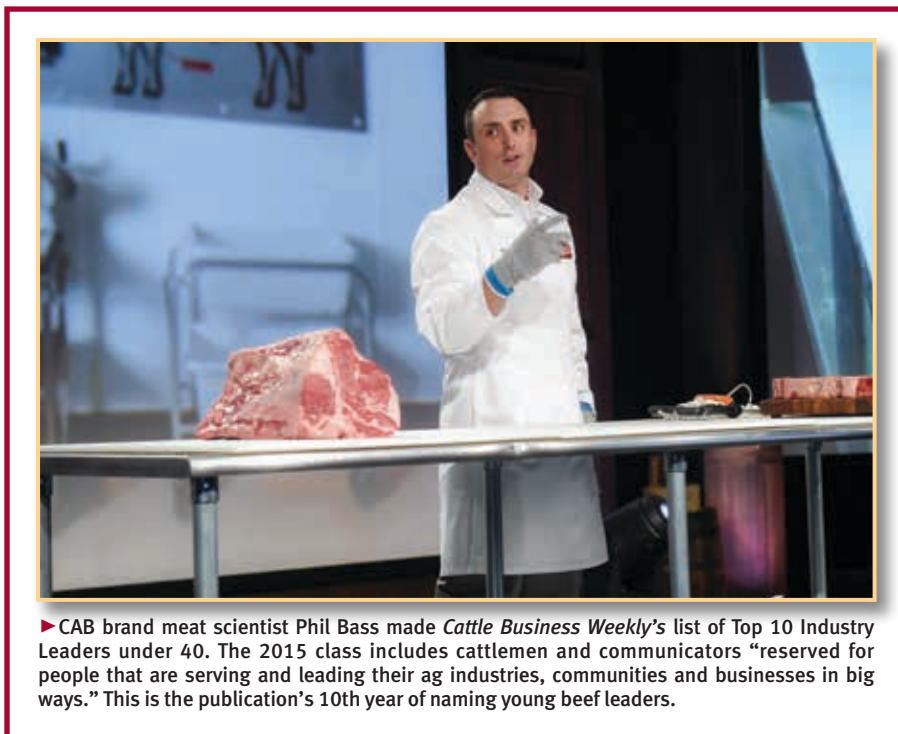
To download the Roast Perfect app, visit your app market and search for the keywords "Roast Perfect."

In the kitchen with Periscope

Gone are the days of pondering the life of a CAB chef. Thanks to Periscope, a live-video streaming app for mobile devices, tech-savvy Internet users can now keep up and interact with the culinary masters through short video clips coined "scopes."

"We're using them to appeal to our foodie audience," Margaret Coleman says of the emphasis on behind-the-scenes moments with the chefs. CAB's assistant director of digital marketing says since uploading the first video near the end of July the brand has already gained 500 regular followers to the channel.

Acquired by Twitter in January, the app allows viewers to not only watch what's happening in the kitchen but also ask questions via Twitter, to be answered by the chefs who appear on the screen for all to see.



► CAB brand meat scientist Phil Bass made *Cattle Business Weekly's* list of Top 10 Industry Leaders under 40. The 2015 class includes cattlemen and communicators "reserved for people that are serving and leading their ag industries, communities and businesses in big ways." This is the publication's 10th year of naming young beef leaders.

“It’s kind of our own little cooking show whenever we feel like it,” Coleman says.

Nicole Steiner, communication and media relations specialist for the brand, says it’s that personal back-and-forth that has proven so engaging to consumers.

“Whatever you say and whatever you do is completely live, and that can be a challenge — but that’s also what makes it great,” she says.

Recent video shorts involved how to tie and carve a roast and Chef Michael, on location for the CAB Chef Tour, preparing meals on the ranch. Steiner says the most popular questions involve cooking techniques and preferences.

To catch the next behind-the-scenes moment, be sure to check out Certified Angus Beef on Periscope.



A visit from the Emerald Isle

Forty Irishmen and women stepped off the Emerald Isle to tour the U.S. beef production system the first week of October. Primarily Angus breeders themselves, the stops took on an Angus influence as the travelers made stops in Nebraska and Colorado.

Visits included Connealy Angus, Whitman, Neb., and Chappell Feedlot, Chappell, Neb., where CAB’s Paul Dykstra spoke to the group about the brand. The beef cattle specialist said the conversation was a great introduction to the beef quality movement in the states and evoked questions about the brand and its successes.

