

Finding the Brand

Locating CAB in cattle country and away from home.

by *Miranda Reiman, Certified Angus Beef LLC*

Many cattlemen and women who supply the *Certified Angus Beef*® (CAB®) brand can't easily find it in their local grocery stores or hometown restaurants.

"We get the question quite often, 'Why can't I find CAB in my area?'" says Mark McCully, vice president of production. "Really it's as simple as supply and demand."

For example, according to the Nebraska Beef Council, cattle outnumber people there four to one. Home to many major packers, feedyards and lots of Angus genetics, more than 391 million pounds (lb.) of CAB were produced in Nebraska in the last fiscal year. For every Cornhusker, that's roughly 208 lb. of CAB product created in a year.

Yet they consumed just a little more than 1% of that, amounting to about 4.3 million pounds in 2015.

"CAB works on a pull-through demand model, where users at every point from consumer all the way back to commercial cattlemen will pay more for a higher-quality product," McCully says. "On the product side, that means it's going to the places where the most people will pay the biggest premiums for a long-trusted brand. That's why the CAB brand is found most frequently on the coasts and other large population centers sprinkled through the country."

In contrast, New York does not have any licensed packing plants, but went through 32.3 million lb. of CAB product last year.

"I'm not saying that consumers can't find CAB in cattle country, but they may have to look a little harder," McCully says.

Bookmarking the CAB corporate website (www.certifiedangusbeef.com) or downloading the brand's new Roast Perfect app can help.

The website tab marked "Where to Buy" makes looking easier for consumers everywhere, says Margaret Coleman, CAB assistant director of digital marketing. "Our product isn't in every retailer across the country, so we are helping them easily find what they want closest to them."

Users insert a ZIP code to see a map to the nearest licensed retailer or restaurant, and the cell phone app finds the closest retailer.

"If producers are traveling, maybe it's a way to see how their hard work is showcased in a big-city setting," McCully says, noting he often does a quick search to see if there are brand partners he can support while away from home on business.



More populated areas generally provide more options than cattle country.

According to that web tool, there are 26 CAB-licensed restaurants and one retailer within 25 miles of Omaha, Neb., compared to New York City, which has 289 in the same perimeter, and 160 of those are retail (see illustrations).

More options

When they have a freezer full of beef, farmers and ranchers don't buy much beef at retail, but occasionally they want a special cut or the option to give a delicious gift.

"The beauty of our online option is that for those who can't access it at a local restaurant or retailer, there is still an opportunity to be able to enjoy *Certified Angus Beef* at home," says Melissa Brewer, CAB director of communications.

There is an "Order Online" tab, where customers can select their favorite steak — or



most recently added, a boneless ribeye roast — and ship it directly to their doorstep.

The online store also offers gift packages during the holiday season, Brewer says. Proceeds from those purchases go back to the American

Angus Auxiliary to provide educational, promotional and social programs for youth.

The website isn't all about finding the brand. Even beef's biggest fans might want to learn something new, she says.

"We have a wealth of resources for all types of consumers who are wanting to cook premium beef," Brewer says. "Whether that is a foodie, chef or producer, the website and app unites them all with the best use of premium beef."



Editor's Note: *Miranda Reiman is assistant director of industry information for Certified Angus Beef LLC.*