

Creativity in the

Angus juniors share the story of *Certified Angus Beef*® during cooking competition.

by *Ellie Hoffschneider, American Angus Association*

Pop culture characters were seen milling around Kentucky Fair & Exhibition Center hallways during the National Junior Angus Show (NJAS). Casts of *The Big Bang Theory* and *Duck Dynasty* mingled with Colonel Sanders and a group of beauty queens. The juniors in these costumes competed in the Auxiliary-sponsored All-American *Certified Angus Beef*® (CAB®) Cook-Off July 17 in Louisville, Ky.

The contest, sponsored by the American Angus Auxiliary and Certified Angus Beef LLC (CAB), is one of the most popular events at the NJAS. Participants prepare a recipe featuring a CAB brand product and a skit that promotes the product to consumers. Teams

may consist of two to six juniors and are divided by age and type of beef used in the recipe: steak, roast or other.

“We want the youth of the breed to know how to promote beef,” says Anne Lampe, American Angus Auxiliary president and co-chair of the Cook-Off. “These kids do take what they’ve learned back to their communities. Last year’s top-placing team presented at schools, community groups and their state cattlemen’s convention.”

As teams vie to present the best recipe and most entertaining skit, they test their beef industry knowledge outside of the showring. The competition was fierce this year, with 39 teams, but light-hearted banter and laughter could be heard throughout the competition area.

“We have kids as young as 9 years old learning how to promote our product while having fun with their friends,” Lampe says. “It’s an all-around fun event — fun for the kids and fun for those watching.”

In each age division (junior, ages 9-13; intermediate, ages 14-17; and senior, ages 18-21) and beef category, teams are judged on their recipes and showmanship. Recipes are evaluated on taste and ease of preparation, while the showmanship criteria are presentation, costumes and creativity. Winners in each evaluation type, as well as an overall winner, are chosen.

The Black Kettle Award

Established in memory of Paul St. Blanc, a longtime friend and supporter of the Cook-Off, the Black Kettle Award is the highest prize a team can earn in the Cook-Off. It is presented to the highest-placing team across all age and beef divisions.

This year, the Arkansas intermediate team in the other beef category took home the Black Kettle Award. The two team members, Will Pohlman, Prairie Grove, and Katlyn Tunstill, Fayetteville, are



► **Above:** In addition to preparing a recipe and skit, teams prepare a table in their chosen theme to fully present their recipe.

► **Right:** The junior team from Kansas presented its roast recipe with a Zorro-themed skit. See recipe on page 196.



PHOTOS BY KASEY MILLER

Kitchen

veterans of the Cook-Off and wowed the judges with their country music-themed skit and “Southern-style CAB Burgers.”

Chef's Challenge

Their prowess at completing the final step in the beef production chain — putting beef on the dinner table — was put to the test as junior and adult members competed in the Chef's Challenge. Hosted in conjunction with the main Cook-Off, participants were challenged to create a meal using a specific CAB product and secret ingredients revealed 24 hours prior to the competition. This year, CAB culotte steak, sorghum molasses, and fresh tomatoes were the secret ingredients.

“My favorite part of this contest, and cooking in general, is seeing someone enjoy the food I made,” says Kristen Short, Trenton, Fla. “I like the process of making meals, but I really enjoy giving someone something they can enjoy.”

Short won the junior division — ages 18-21 — with her grilled culotte steak covered in molasses barbecue sauce, and black-bean and white-corn salsa. Katy Satee, Montague, Texas, placed second; and Tyler Ottensmeier, McLouth, Kan., was third. See the winning recipe on page 213.

In the adult division, this year's winning team was Rachel Frost and Chelsea Frost-Duis from Illinois. Placing second were Joe and Ruth Ann Myers from Kentucky; and placing third, Connie Adams and Kim Barrentine from Alabama. See the winning recipe on page 212.

For recipes from this year's competition, see the cookbook starting on page 195.

Editor's Note: *Ellie Hoffschneider is communications and public relations intern for the American Angus Association.*



PHOTO BY SHAUNA ROSE HERMEL

► Tyler Ottensmeier prepares his entry for the Chef's Challenge. Participants had to create a meal incorporating surprise ingredients revealed 24 hours in advance.

Table 1: Winners of the 2012 Auxiliary-sponsored All-American CAB® Cook-Off

Black Kettle winner			
Arkansas intermediate other beef team — “Southern-style CAB Burgers”			
Pat Grote LEAD scholarship winner			
Louisiana intermediate steak team — “Kentucky-Fried Steak”			
Steak division			
Rank	Recipe	Showmanship	Overall
<i>Junior</i>			
1.	Kentucky	Kentucky	Kentucky
2.	Illinois	Illinois	Illinois
<i>Intermediate</i>			
1.	Michigan	Louisiana	Louisiana
2.	Louisiana	Nebraska	Michigan
3.	South Dakota	Virginia	Nebraska
<i>Senior</i>			
1.	Kentucky	West Virginia	Kentucky*
2.	Illinois	Kentucky	Kansas
3.	Kansas	Kansas	Illinois
Roast division			
<i>Junior</i>			
1.	South Dakota	South Dakota	South Dakota
2.	Alabama/Florida	Kansas	Kansas
3.	Kansas	Alabama/Florida	Alabama/Florida
<i>Intermediate</i>			
1.	Louisiana	Louisiana (tie)	Louisiana*
2.	Kansas	North Carolina (tie)	Kansas
3.	Oklahoma	Kansas	Nebraska
<i>Senior</i>			
1.	Kansas	Kansas	Kansas
2.	Indiana	Indiana	Indiana
Other beef division			
<i>Junior</i>			
1.	Kansas	Kansas	Kansas
2.	Virginia	Virginia	Virginia
3.	Pennsylvania	Pennsylvania	Pennsylvania
<i>Intermediate</i>			
1.	Arkansas	Arkansas	Arkansas*
<i>Senior</i>			
1.	Oklahoma	Oklahoma	Oklahoma
2.	Virginia	Virginia	Virginia
3.	Pennsylvania	Pennsylvania	Pennsylvania

*Denotes overall winner of the product division.