

**Cattlemen's College® session**

Whether in one-to-one conversations with consumers, chefs, retailers or school children, effective communication about beef producers and beef production can go a long way in improving perceptions about the beef business. Learn from a variety of industry-led programs that engage people in the beef story Feb. 2 during Cattlemen's College at the 2011 Cattle Industry Annual Convention in Denver, Colo.

**More than one payoff**

Rancher Devin Stephens, Belle Fourche, S.D., has marketed cattle pretty much every

way possible — at the salebarn, on video, direct to a feedyard and retained ownership.

He says it makes no difference how they're sold, carcass quality always pays in some way.

"You have to do whatever you can to add value and differentiate yourself," he says.

A recent set of Angus-Simmental-cross heifers, sold to Chappell Feedyard, proved Stephens is accomplishing that goal. There were 37 head in all, but two separate October harvest groups qualified for CAB's 30.06 list in this issue (see Table 1, page 145). The top 14 reached 64.29% CAB, while performing well in the feedyard, too.

"They're really good, moderate-framed, deep-bodied Angus-based cattle, with pretty heavy muscling," says Tom Williams, owner-

manager of the Chappell, Neb., feedlot.

The group had a 3.9-pound (lb.) average daily gain and a feed-to-gain ratio of 6.08.

"They really do it all," Williams says. He bought the females in April, after they were grown on a corn, silage and ground hay ration on the ranch, and had high expectations since he'd fed Stephens' cattle before.

"Although it's not always a big premium, if you can identify the quality genetics you use, you'll get a price that's on the upper side of what your weight class sells for," Stephens says. "Plus, on the female side, maternal traits and carcass quality kind of go together when you're buying bulls."



# What's Cooking at CAB

With Chef Michael Ollier

**New Year, new perspectives**

I've never cared much for New Year's resolutions. It just doesn't make sense to wait for a date on the calendar to change the way you live! However, I am all for new perspectives. I tell you what, 2010 was certainly filled with my fair share of new angles in my work with Certified Angus Beef LLC (CAB). It's amazing to reflect on all I have learned.

More than anything, I've enjoyed gaining new perspectives on the work that you all do in the Angus business. Over the past year, I've had the opportunity to visit several Angus ranches, work with cattlemen and women across the nation and even participate in National Junior Angus Association (NJAA) events. Wow! It is truly humbling for a chef like me to get to know the people and the business that supports my love for great food.

I had another one of those great times this fall with a group of 20 other chefs. We traveled to Platteville, Colo., to the Aristocrat Angus Ranch. These chefs came from prestigious restaurants all over the nation to learn about the beef industry and the ranchers behind it, and they were blown away. Overwhelmed with the amount of planning, care, dedication and science that goes into your work, they will certainly look at the meat they prepare in a whole different light. As I watched the chefs' reactions to the ranch experience, I was again moved with respect for cattle ranchers.

In addition to the chefs, we had several media guests join us on the tour that also

took in a feedlot and packing plant. One was Claire Walter, a food blogger behind "Culinary Colorado." Read the conclusion of how she recounted her day on the ranch:

*"I've always admired the hard work and dedication of the people who feed us — the farmers, the ranchers, the fishermen. What I took back to the Tofu Capital of America was a renewed regard for the cattle ranching part of the equation. Whether or not you eat meat, I would recommend a ranch visit if you ever have the chance.*

*"Most would not be as in-depth as the chefs' visit to Aristocrat Angus Ranch. Even if you don't ever get a guided tour, pull over next time you see cattle grazing on a pasture, their place in the American food chain, contemplate the Western lifestyle they support and enjoy the wide open spaces without yet another cookie-cutter housing development, more big-box stores, more junkie restaurants and yet another manicured office park or golf course. I'm a typical Boulder-ite in that I consume a very modest amount of red meat, but I'd much rather see the Aristocrat Angus Ranch than Aristocrat Ranch Estates."*

Talk about changing perspectives! Read about her whole experience here: <http://culinary-colorado.com/2010/10/27/epiphany-on-the-ranch/>.

On the flip side, I also get the chance to gain a new view of the culinary world at these events. While we were learning about the finer points of live animal evaluations, artificial insemination and beef nutrition at

**Joe's Barbeque Smoked Brisket, from Joey Saladino**

We start with only the finest beef, which is the *Certified Angus Beef®* brand. We use the whole, untrimmed brisket, which is important because the extra fat cover is what makes the meat able to withstand long cooking times without drying out.

Rub the meat down with salt, pepper and minced fresh garlic, then cover with plastic wrap and refrigerate for 24 hours. Then, we slow smoke it for 18 hours over Texas post oak to give it that great Texas flavor. Keep the heat at 275° F for the first eight hours, then 175°-200° for 10 more hours.

**Chef Michael's note:** *Obviously, not everyone has a smoker available to prepare this incredible brisket. If you're cooking just the flat of the brisket (trimmed), I recommend six to eight hours in a 275° oven. Or, you can always just order Joe's: [www.joesbarbequecompany.com/catalog/](http://www.joesbarbequecompany.com/catalog/).*

Aristocrat Angus, we were also discussing cooking techniques, product handling and the best ways to utilize beef cuts in new recipes.

I got schooled on the art of brisket cooking from Texan Joey Saladino of Joe's Barbeque Co. After telling me all about his amazing smoked brisket, I had to try one. Joey sent a fully cooked smoked brisket to the Ohio office. I must say, that was a fine piece of meat! He was also kind enough to share his recipe for the perfect brisket. Enjoy!

That's what's cooking at CAB! Until next time,

— Chef Michael