



Brand News

► News and highlights from **Certified Angus Beef LLC**,* compiled by **Emily Krueger**, Certified Angus Beef LLC

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<http://pos.certifiedangusbeef.com>. For a source for
recipe ideas, storage and handling tips, restaurant
listings, retail store locations and cooking
information, visit www.certifiedangusbeef.com.



Fabricating credits

Bundled in layers to ward off the meat-lab chill, Blue Ribbon Meats staff and several restaurant customers went in for a hands-on fabrication day at the *Certified Angus Beef*® (CAB®) brand's Education & Culinary Center in February. Twenty-three of those 29 earned continuing-education credit hours as core members of the Cleveland, Ohio, chapter of the American Culinary Federation (ACF).

Phil Bass, Certified Angus Beef LLC (CAB) meat scientist, led the class and demonstrated meat cutting with a full beef side. Attendees followed along and broke down the chuck roll, shoulder clod and whole sirloin subprimals.

A committed licensee since 1996, Blue Ribbon Meats teamed with CAB to plan the workshop, providing chefs with a science-based beef education and teaching them about the resources, knowledge and expertise the brand offers.

After fabricating the subprimals into their proper beef cuts, the white-coated crew tasted the fruits of their labor, sampling cooked flat-iron, *teres major*, tri-tip and hanger steaks.

"ACF chefs got to see the science and the care behind each quality steak and roast, then cut it and taste it to get a complete understanding of the individual muscle characteristics," says Scott Popovic, CAB corporate chef.

Popovic led a "big ideas" session, brainstorming how to transform underutilized cuts into unique and profitable menu items. Most of these ACF members are country-club chefs who often carve roasts for their guests, so carving stations were top of mind when it came time for menu ideation (idea + creation).

"This was a great opportunity for them to spend a day focused on the center-of-the-plate protein, apply that knowledge to their business model and earn ACF credit at the same time," Popovic says.



Prime grind success

A Boston-area retailer has embraced a Prime opportunity to provide customers top-quality grinds. Roche Bros., a licensed partner since 1986, now offers CAB Prime grinds in all 18 stores.

This is a great way to differentiate from their competition, says Frank Vitale, Roche Bros. meat director. "Upgrading our ground beef to a better blend gives our customer great value."

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

It truly sets Roche Bros. above the rest because that's the only brand partner offering CAB Prime grinds in the market, says Dana Bean, CAB executive account manager.

Vitale says meatcases needed constant restocking after the January program launch because demand increased.

"We've seen nothing but growth," he says, enjoying his company's double-digit sales climb in the first three weeks.

Custom-designed in-store signage helps announce that shoppers can now "Build your burger better" with the best Angus beef available.

Capitalizing on the holiday of love, meat departments crafted heart-shaped CAB Prime patties for Valentine's Day, sure to win any sweetheart's affection.



For added creative marketing, the Boston Red Sox game-day program will feature a full-page advertisement throughout the baseball season, directing grillers to Roche Bros. for burgers that will wow family and guests.

Roche Bros. isn't new to success at the top end, growing deli case offerings and sales last year with Old World Provisions' CAB Prime roast beef and pastrami.

Rewarding connections

Californian Tom Donati first recognized a need for better carcass performance in the 1980s, when his commercial-Angus cows were a cooperating herd in the structured Angus Sire Evaluation Program.

That's why he added registered-Angus cattle, began breeding for performance and carcass, and now operates an Angus seedstock operation. The records show great progress.

In those early years, no more than 10% of his cattle made CAB, but this January,

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Sizzling partnership

Bringing value to licensees in unique and progressive ways, CAB works to connect and build relationships with the finest brands in every category. One fresh partnership with Le Creuset® cookware kicked off during the Cayman Cookout in January.

The perfect fit goes beyond a steak in a pan, as the two companies discovered when exploring collaboration possibilities last October, but it made a great opening statement. At a Cayman Cookout booth display, visitors entered to win that package of a CAB steak and a Le Creuset grill pan.



This young partnership has exciting potential, says Mary McMillen, CAB marketing director. "We are honored to work with this top-of-the-line brand that complements the best Angus beef."

Meeting flavor with colorful cookware, CAB corporate chef Michael Ollier developed signature beef recipes prepared in Le Creuset products. The two teams also joined talent to create a pan-searing video, to train staff and for home cooks' reference on CAB's consumer website.

The companies also cross-promote, featuring the products together in food photography and social media.

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in January 2013

In the On-Target "30.06" program, the Feedlot-Licensing Program (FLP) honors feedlot partners that harvest qualifying groups of cattle with at least a 30% Prime or *Certified Angus Beef*® (CAB®) brand acceptance rate with an allowance for 3% Yield Grade (YG) 4s and 3% carcasses weighing more than 975 pounds (lb.). Sorting is encouraged to bring out the best in each animal, and the minimum group size is 10 head. Honorable mention groups stood out for CAB acceptance but contained at least one discount problem.



30.06 lots	Sex ^a	Head	%CAB	%Prime	%YG1-2	AngusSource
McPherson County Feeders	M	12 ^b	41.67	0.00	41.67	Yes
McPherson County Feeders	S	12 ^b	41.67	0.00	33.33	No
McPherson County Feeders	M	12 ^b	33.33	8.33	66.67	No

Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	AngusSource
Chappell Feedlot	H	32 ^b	78.13	0.00	0.0	No
Chappell Feedlot	M	28 ^b	67.86	10.71	3.6	Yes
Chappell Feedlot	M	24 ^b	66.67	16.67	8.3	Yes
Pratt Feeders LLC	H	43 ^b	58.14	20.93	23.3	No
Pratt Feeders LLC	S	58 ^b	53.45	0.00	15.5	No
Chappell Feedlot	S	28	51.85	3.57	3.6	Yes
McPherson County Feeders	S	28 ^b	50.00	0.00	50.0	No
Chappell Feedlot	H	30 ^b	46.67	6.67	16.7	No
Chappell Feedlot	H	25 ^b	40.00	0.00	16.0	Yes
McPherson County Feeders	H	74	39.22	2.70	58.1	No
McPherson County Feeders	M	29 ^b	37.93	0.00	65.5	No
Pratt Feeders LLC	M	69 ^b	37.68	0.00	42.0	No
Pratt Feeders LLC	M	47 ^b	36.17	4.26	59.6	No

^aH=heifers; M=mixed; S=steers.

^bIndicates 100% CAB eligible. All acceptance rates figured on eligible portions.

Lots that exceed 15% YG 4 and YG 5 are not included on the honorable mention list.

Call 785-539-0123 or visit www.cabfeedlots.com for a complete and current list of feedlot licensees.

Donati saw how far they have come. Data on some heifers and extra steers fed at CAB partner yard Chappell (Neb.) Feedlot showed one group at 66.67% CAB and 16.67% CAB Prime. The next group went 67.86% CAB and 10.71% Prime, earning both sets a spot on the brand's monthly 30.06 honor roll (see table).

Donati credits the American Angus Association's database of expected progeny differences (EPDs), ultrasound and now DNA technology, but knows that won't be enough without proper feeding. He tried other feeding partners over the years before giving Chappell manager Tom Williams a chance.

"Whatever Tom's doing there, it seems to really be working," Donati says, noting his cattle were able to realize their potential, and hitting the premium targets was especially important in the current market with high feed prices.

Williams had similar praise for Donati's cattle: "Their disposition is excellent, and phenotypically they are very uniform and squarely made cattle." Working together, the partners plan to keep working on profitably pleasing consumers.

The data not only keeps Donati moving forward, but it provides great advertising for his seedstock. "We use it as a way to show our customers what they can do using our genetics," he says. "With the way the cattle are performing, they tend to want to come back and buy from us again. That's rewarding for us both."



► The Peacock Alley, Fargo, N.D., won the "Innovator of the Year" award for its introduction of new cuts, ability to keep beef fresh on the menu and unique advertising that draws consumers in.

Brand-building Beef Backers

Ranchers and feeders work hard to raise great-tasting beef, but at the other end of the production chain are the people at the front lines of the retail and restaurant trade. Each year the Beef Checkoff honors the best of the best among beef marketers. The winners of the National Beef Backer awards show

Deep South connections

Relationships continue to sprout and grow across South America, a direct result of current licensees' commitment to premium beef, says Maggie O'Quinn, CAB executive account manager.

In February, Wong became the first CAB-licensed supermarket chain in Peru. The 19-store retailer is owned by Cencosud, a retail conglomerate across Argentina, Peru, Brazil and Chile. Wong's CAB program launch directly followed Jumbo's, a Cencosud-owned Chilean chain retailer that licensed last August.

"Our success with Jumbo led to this relationship growth and ultimately to licensing Wong," O'Quinn says.

The brand's licensed Peruvian retail distributor, INPELSA, created customized beef labels for Wong's meatcases and took responsibility for cutting and repackaging beef shipments to each store location, she says, adding, "INPELSA's leadership in this process has been phenomenal."

Wong's exclusive offering of premium North American beef features CAB short rib, outside skirt, strip, ribeye, bottom sirloin, flap meat and culottes.

By March, a full-scale CAB promotion kicked off with weeklong staff trainings, in-store media events and cooking classes. That effort was assisted by Ralph Avila, master butcher and director of exports for Sysco South Florida, which is INPELSA's largest CAB supplier.

"It's truly been a team effort," O'Quinn says. "We've seen licensees come together to promote the brand and build its value around the globe. I am honored to work with such committed partners."



► Wong's senior meat management team celebrates their CAB launch. From left are Edwin Torres, Francisco Orejuela, Ignacio Elias and Enrique Ameghino.

creativity and initiative in featuring for their customers.

At this year's Cattle Industry Convention and Trade Show in Tampa, Fla., two CAB-licensed partners were recognized for their efforts.

Broulim's Fresh Foods, licensed since 2008, is a nine-store chain spread across southern Idaho. It won the independent retail division for a third consecutive year. In 2012, Broulim's worked with the Idaho Beef Council and ran an advertising campaign that spotlighted the company's meat managers as beef experts who could help shoppers select the right cut and determine the best preparation method.

Locals know The Peacock Alley, Fargo,

N.D., as a historic dining spot, but new management in recent years aims to



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captivate diners with creative options, which are sure to include beef. The restaurant won the “Innovator of the Year” award for its introduction of new cuts, ability to keep beef fresh on the menu and unique advertising that draws consumers in. They’ve featured CAB product for the past two years.

An app for this, too

First, every company needed a website to go global. Then, it was social media to be vocal. Now it seems they need a Smartphone application to go mobile. As technology continues to evolve, so does CAB’s communication approach with licensees.

Foodservice distributor partners can now download an app from CAB that provides on-the-go sales information and answers.

Knowledge is power, and the new app supplements sales materials already available online for licensees, says Tara Adams, CAB assistant marketing director. The convenient program empowers them to sell with confidence, refreshing their brand knowledge and providing tools to educate customers.



A key feature is a “cost to downgrade” calculator, an instant analysis of a restaurant’s lost revenue if downgrading the menu’s beef offering away from CAB, Adams explains.

“This is an exciting first step to becoming more mobile-accessible to our partners and providing them the answers they need when visiting customers,” she adds.

The app will continually evolve and grow as a central location for CAB sales support.

