



Popping up, stepping out in the Big Apple

By Jennifer Kiko, CAB Communication and Media Manager

You know what happens when you lead a horse to water. He won't drink until he's thirsty and there's not much you can do about it. The same theory applies to consumers and the *Certified Angus Beef*® (CAB®) brand message.

We can explain marbling, but it takes first-hand experience to believe in those little white flecks. We can promise flavorful, juicy steaks, but words ring hollow when taste buds are required. And we can talk premium Angus beef and quality standards all day long; consumers won't listen unless they're hungry for what we have.

With that in mind, we took off for New York City on a five-week "experiment" with the James Beard Foundation. Together we hosted a popup store and restaurant in the city's trendy Chelsea Market. A popup business appears for a short time with specific goals. In this case: education with a little "wow factor" thrown in.

JBF LTD, as it was called, provided New Yorkers a limited opportunity to eat, shop and learn about the CAB brand. But we didn't just offer beef including CAB Prime tenderloins, T-bones, bone-in CAB Natural cowboy steaks and strip steaks. We also introduced consumers to a few of those "family ranchers" we're always talking about.

It was a combination of fabulous food and real people with real stories, and it made a meaningful impression on visitors.

A "Cowboys and Cleavers" program brought Texas ranchers Steve and Ginger Olson together with renowned New York butcher Marc Sarrazin of DeBragga & Spitler and CAB Chef Scott Popovic. They discussed the production process from ranch to plate.

DeBragga was the first distributor in New York to partner with the brand. "I love being able to put CAB product in front of chefs," Sarrazin shared. "My customers know it's a great product week in and week out. They have the opportunity to serve better than average steaks and that's the reason we work so hard selling it on a daily basis."

On "Cowboy Fridays," Angus seedstock producers came from

California, Montana, Oklahoma, New York and South Carolina to share their passion for raising cattle.

Noting that he'd heard beef called a "celebration food," Dalebanks Angus Ranch owner Matt Perrier told JBF LTD visitors: "Our family loves to entertain, and if our cattle can offer a tremendous eating experience that entertains thousands of hungry people, we've done our job."

The Perriers raise cows and kids in the Kansas Flint Hills. Matt explained to JBF LTD customers that he treats his land and cattle like life depends on them. "And truly," he admitted, "it does."

The popup store gave us a chance to talk about the brand in a setting created with customers in mind.

When they wondered, "Where is your beef served?" they heard and tasted meals from some of America's best chefs, including Craig Deihl of Cypress restaurant in Charleston, S.C.

Deihl told folks he loves sourcing from local farmers, fisherman and premium purveyors like CAB. "It's all about quality and consistency," he said. "Without maintaining high standards in these areas, I'd be running just another restaurant."

A guest exclaimed, "This is the best steak I've ever eaten!" and he meant it. His wife returned the following week to purchase more CAB cowboy steaks.

JBF LTD gave us a unique and unexpected forum to showcase the CAB brand for consumers, celebrity chefs and *Food Network* folks. We shared the vision with representatives from magazines like *Bon Appétit*, *Saveur*, *Nation's Restaurant News* and *O, The Oprah Magazine*.

For five weeks we celebrated a journey that begins in pastures across the country and ends on dinner tables around the world.

It popped into being and now it's gone. On to the next challenge!

In the meantime, thanks for doing what you do. We'll keep doing what we do. *Together, we'll get that horse to drink.* 🐾

Angus Releases Genomic-enhanced Calving Ease EPD

The American Angus Association® and Angus Genetics Inc.® (AGI) have again expanded their offering of genomic-enhanced expected progeny differences (EPDs).

Beginning today, the calving ease direct (CED) EPD joins AGI's suite of genomic-enhanced selection tools generated using the Association's extensive performance database and genomic results now provided by both the High Density 50K (HD 50K) platform from Pfizer Animal Genetics and the Igenity® Profile for Angus.

The calving ease direct EPD helps cattlemen predict the average difference in ease with which a sire's calves will be born when he is bred to first-calf heifers. Expressed as a difference in percentage of unassisted births, a higher value indicates greater calving ease in first-calf heifers.

"Now, the calving ease direct EPD utilizes DNA data submit-

ted by breeders to provide even more accurate selection capabilities," says Bill Bowman, AGI president and Association chief operating officer (COO).

AGI offers genomic-enhanced EPDs for calving ease, carcass, growth (including birth, weaning and yearling weight EPDs; as well as milk) and residual average daily gain (RADG) traits incorporating genomic data from both Pfizer Animal Genetics and Igenity. A genomic-enhanced EPD for docility incorporating Igenity results is also available. (Click here for a complete, regularly updated list of available genomic-enhanced EPDs.)

"These and all other National Cattle Evaluation EPDs are released every Friday and provide Angus producers of any herd size with the most up-to-date information for their selection decisions," says Sally Northcutt, Association director of genetic research.

Visit www.angus.org for more information. 🐾