

Cowboys in New York

CAB helps celebrate the great American cowboy, big-city style.



From left, Jim and Tammi Sitz and Christine and Gordon Stucky shared their ranch stories to help dispel cowboy fallacies and celebrate the 30th anniversary of Certified Angus Beef LLC in the Big Apple.



CAB Board Chairman Bill Davis, Sydney, Mont., spoke on *Fox Business Happy Hour*.

(PHOTOS BY ERIN GLEESON, COURTESY OF THE JAMES BEARD FOUNDATION)

and to share their rancher stories with New York's top media.

Besides Davis, 2008 CAB Board chairman, producers participating included Gordon and Christine Stucky from Kingman, Kan.; Jim and Tammi Sitz from Dillon, Mont.; Steve and Ginger Olson from Hereford, Texas; and Association Chief Executive Officer (CEO) Bryce Schumann and his wife, Gina, from LeCompton, Kan.

As part of their stay, the group bunked at the five-star Waldorf=Astoria Hotel — a long-time partner of CAB — and attended anniversary events at fine restaurants. They also had the unique opportunity to see the city's "meat market district" and tour one of the first CAB foodservice licensees that supplies those establishments. Debragga and Spidler is known for its dry-aging room that puts the finishing touches on the best beef.

With little time to spare, the ranchers managed to squeeze in quick visits to Times Square, the Statue of Liberty and a live broadcast from NBC's *Today Show* at Rockefeller Plaza.

"It was our first trip to New York City, and it was really an eye-opening experience," said Steve Olson from Olson Cattle Co. "There were lots of people and they were out on the streets at all times of the day. It was such a culture difference from rural America."

Sharing the rancher story

Taking a little country to the city, the group exchanged views with the likes of the *Food Network Magazine*, *Woman's Day* and the *New York Times*. RFD-TV's "Cattlemen to Cattlemen" program was also on hand for the visits.

The ranchers showcased their Western roots and boots during a reception at the Bull & Bear Steakhouse, hosted by Waldorf=Astoria chef John Doherty and CAB.

"As part of our 30th, we wanted to share the history and heritage of the brand and highlight the cattlemen and women committed to providing premium beef," said John Stika, president of Certified Angus Beef LLC (CAB). "The conversations that took place between producers and the media were nothing short of remarkable. It was exciting to open the dialogue about cattle production and high-quality beef."

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Story by
MELISSA BREWER

Stetsons, Wranglers® and shiny belt buckles were all the buzz in New York City last fall, as a new look hit the streets and painted the town. But it wasn't the latest fashion craze or a daring design from the mavens of high culture. Rather, it was the all-American look of a few Angus ranchers who took to the Big Apple for a cowboy celebration with a little Western flair.

"From the bellhops to the concierges to people on the street — when they saw my cowboy hat, boy did they have questions," said Bill Davis, from Rollin' Rock Angus near Sidney, Mont. "If I was asked once, I was asked 300 times if I was from Texas. There are lots of generalities out there when it comes to cowboys."

Davis and his wife, Jennifer, joined eight fellow ranchers to experience the city with its rich culinary base, and to celebrate the *Certified Angus Beef*® (CAB®) brand's 30th anniversary. As Board members, they were called into town by the American Angus Association to dispel common cowboy fallacies

really showed our differences,” Davis agreed. “The media wanted to know all about the production stuff going on at the ranch. It was interesting how sincere they were about finding out the basics. It was a great chance to tell our story.”

The Olsons visited with two writers from *Food Arts*, a leading publication for high-end chefs. The Texans shared their generational story, pulling out pictures of their grandkids and memories from the ranch.

“It was neat how excited they were about the smallest of details,” Olson said. “We talked about mother cows, their maternal instincts and how they care for the calves. It was great to make that connection and share our experiences. We’ve even traded e-mails since we’ve been back.”

A menu of exquisite beef helped set the stage for the night. Chef Doherty welcomed the ranchers and particularly the Sitz family, who had hosted him during a visit to their Montana ranch over the summer. Recalling that adventure, and sharing scenic footage from his trip, Doherty said it was only fitting that ranchers now witness the passion from the consumer side of beef.

In addition to 25 media guests that night, Stika and Davis discussed the brand and its 30th anniversary on “Fox Business Happy Hour,” a daily television news segment broadcast live from the Bull & Bear Pub. The duo reached more than 30 million consumers, positioning the brand as the best beef available and driving future demand for the Angus breed.

Celebrating great steak

Adding flavor to their NYC experience, the ranchers later joined foodies and critics at the James Beard House — the Carnegie Hall of the culinary world — for an evening of mouthwatering beef.

The “Great Steak Celebration,” which honored the brand’s anniversary, featured beef in every course from hors d’oeuvres to dessert. CAB corporate chef

Scott Popovic orchestrated the dinner with five elite chefs.

“There wasn’t a bad-tasting thing in the deal — not a bad dish at all,” Davis said. “I ate every bite, clear down to the decorative flowers on the plate.”

“It’s not very often that I sit down to a seven-course meal, so that in itself was quite an experience,” Olson said. “All of the dishes were just perfect, and the

presentation and detail was amazing. That was a true indication of the pride from each chef.”

Big Apple, small town

Olson and Davis said their trip to the Big City was a memorable event and a good experience to take back to the ranch.

“We were there to visit with media,” Olson said, “to answer their questions

about the cattle industry and to clear up misconceptions. But it was a two-way street. We left New York with a different perception of the city and its culture — we cleared up our own misconceptions.”

Davis laughed. “It was different for an ol’ country kid,” he said. “We may not have fit in at first, but New York sure knew it when we left.”



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