



MEMO TO: State Angus Association Cook-Off Contest Participants and Parents
FROM: Marilyn Conley, Administrative Assistant, Supply Development
DATE: April 7, 2017
SUBJECT: Helpful contest hints from Certified Angus Beef LLC

It's Certified Angus Beef LLC's pleasure to help you with the All-American *Certified Angus Beef*[®] Cook-Off Contest each year. In addition to providing some great CAB[®] products on contest day, we have some helpful hints to give you everything you need to prepare for the competition in Des Moines, IA.

Past participants have done an amazing job communicating the brand's specifications. We challenge you to take it to the next level and explain to the judges *why* the specifications make the CAB[®] brand better than ordinary beef. Take the time to research our web sites for more great information and ideas:

- Carcass specifications: www.certifiedangusbeef.com/brand/specs.php
- Various cuts and cooking methods: <http://consumer.certifiedangusbeef.com/cuts/Default.aspx>
- Degrees of doneness: www.certifiedangusbeef.com/kitchen/doneness.php
- CAB history, Facts & Figures: www.cabpartners.com/about/index.php
- Press room: www.certifiedangusbeef.com/press/selectfile.php
- Recipe and marinade ideas: <http://recipes.certifiedangusbeef.com>

Remember, other recipes can be a great guide for ideas, but be adventurous and try new things. Experiment with new ingredients and be sure to test your recipe before coming to the contest. The judges shouldn't be the first people to taste your entry. Parents, encourage members to develop their own recipes. Push them to go beyond picking a recipe out of your cookbook, help them practice and prepare for this challenge; then step back so they can showcase their talents on the day of the event.

We want to help you with practice. Should CAB[®] brand products not be accessible to your team, CAB is willing to locate the right product and ship it to one of your members. The team will need to pay for the product and shipping costs, but we will make sure you get what you need. The practice product will arrive one to two weeks before the contest.

The Chef's Challenge went well last year, and I sure hope more of you are up to the challenge! See enclosed details.

It is exciting to be working with you again this year. We have some great contest sponsors lined up, and the contest day is always fun. Please don't hesitate to call Anne Patton Schubert, Anne Lampe, or me if you have other questions.

