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Targeted strategies incentivized

by Steve Suther

After more than a decade as “available” to producers, the *Certified Angus Beef*[®] (CAB[®]) brand has created incentives for registered Angus seedstock providers for strategic use of its “Targeting the Brand” (TtB) logo, available at <http://www.cabpartners.com/marketing/images/Targeting-The-Brand.png>.

The brand was born with the mission of improving demand for Angus cattle through marketing consistent, high-quality beef with superior taste. Traditionally, that beef was the only focus of the CAB logo, which had never been applied to cattle until the limited application in this century’s feedlot program, followed by blanket approval for the “targeting” logo in 2006.

The next year marked publication of the first CAB Best Practices Manual (BPM). It provided recommendations for balanced-trait expected progeny differences (EPDs) in Angus bulls to meet all needs from pasture to plate.

Creative seedstock suppliers, from individual breeders to artificial insemination marketing companies, soon consulted with CAB to gain a tighter focus on the target. In their catalogs and online, logo placement began to denote sires and prospect bulls that meet those BPM standards.

“Their goal and ours is to help commercial cattlemen when they are looking for registered Angus bulls to find genetics aligned with the CAB best practices EPD recommendations, to help them produce cattle that will go on to supply the brand,” says Mark McCully, CAB vice president of supply.

Now, those who use TtB to help customers do that can earn a \$250 reward in the form of CAB apparel and gifts (<http://www.cabpartners.com/marketing/pdf/TtB-Logo-Use-Incentive-Program.pdf>)

Here’s how:

Step 1. Use the logo next to each bull in your sale catalog that meets the minimum EPD recommendations for TtB. Bulls must be a minimum of breed average (current numbers shown here) for both Marbling EPD (+0.53) and \$G (+32.65). The logo may still be used for qualifying bulls even if catalog layout does not showcase these two numbers. However, general use of the TtB logo in sale catalogs (not used to identify individual animals), or on farm or ranch signs, is not eligible for the TtB incentive program.



Step 2. Include the TtB logo advertisement (available in half- and full-page format) in your sale catalog to help customers understand what the logo means and know to look for it.

Step 3. Submit a digital copy of your final sale catalog to Certified Angus Beef LLC. Catalogs can be submitted to Kara Lee at klee@certifiedangusbeef.com. Email your questions or call 330-345-2333 ext. 315.

Guidelines for the mark:

The *Targeting the Brand* logo layout can be used by Angus producers to show their focus, and industry or business associates to show support for the CAB program and brand. It can be used at events and in sale catalogs, advertisements, company letterhead and farm or ranch signs, for example.

There is no training or licensing for cow-calf producers, only commitment to the target as warranted by higher market prices for hitting this premium target. No prior approval is needed for use of the mark. The logo and text must appear together in the format provided. The CAB brand logo cannot be used alone and the text design cannot be separated and used independently or with some other mark.

No formal affiliation with the CAB brand is implied by use of the mark. CAB has the right to refuse use of any of its marks to any entity at any time, regardless of whether the above criteria have been met.

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