



*CAB Corner on Quality* (graphic file logo for heading available on request)

**June 2003**

## **Feeding Partners + NACC = Opportunities**

*By Rod Schoenbine, Coordinator, CAB Producer Programs & Data Services*

From the start 25 years ago, increasing the demand for Angus cattle has been the Certified Angus Beef (CAB) Program mission. Producers have seen the pendulum swing from dwindling breed prospects to soaring Angus registrations, record Angus bull sales and hefty demand for Angus-based feeder calves.

This year more than 12 million Angus-type cattle will be identified at CAB licensed packers with more than 2 million accepted to carry the *Certified Angus Beef*® brand. Angus producers have both made the opportunities possible and taken advantage of them. Together with producers creating more product, CAB has built a growing and worldwide demand.

But after 25 years, we've only just begun. Producer opportunities kicked into high gear when the supply development division introduced the Feedlot Licensing Program (FLP) in 1999. Since then, the FLP has grown to more than 80 licensed partner yards from New York to Washington to Texas. These feeding partners have become the focal point for gathering and understanding carcass data. That helps producers improve their aim in hitting the CAB target and reaping the premiums.

One of the most exciting opportunities through FLP is the National Angus Carcass Challenge (NACC), sponsored by CAB, *Drovers* magazine, and the American Angus Association Beef Record Services (BRS). It's designed to find the highest value group of Angus-sired cattle, but more importantly, provide opportunity for discovery and recognition in a competitive format.

The contest is open to any producer or group that can assemble a set of 40 steers or heifers to feed at a CAB licensed feedlot. Regardless of cowherd genetics, calves sired by a registered Angus bull are eligible.

NACC participants will get individual carcass data to discover the true value of every carcass. Armed with this information, a producer can identify genetics within a herd, manage to realize their full potential and act on individual data to improve culling and selection focus. The NACC will rank carcass values of these pens and winners will be determined by placing harvest data on a fixed value contest grid.

The Grand Champion entry as well as each steer and heifer division winner will be announced in January at the Denver Stock show. Prize packages will be awarded to the top 10 value entries of steers and heifers as well as the overall winner. NACC offers special industry recognition through national

media such as *Drovers*, as well as all Angus media, which can be a huge factor in the long-term value of your cattle.

Involvement in NACC also offers opportunity to take advantage of one of the beef industry's most complete and cost-effective records programs. The Association's BRS is offering a broad enticement for every producer who enters NACC cattle: Submit herd records to BRS and have full access to its service for half price, or \$1 per calf weaning weight, up to 250 head.

The combination of NACC and BRS provide exciting opportunities.

- Develop working relationships with Angus-focus feedlots
- Discover feeding and carcass information on individual cattle
- Store information in a way that helps in making critical management decisions

State Angus Associations stand to benefit from the NACC. Entries are tracked by state and herd of origin. States with 1,000 or more head entered become eligible for prize packages including sponsorships on Angus tours or annual meetings. Associations are encouraged to participate with commingled pen entries for smaller scale producers.

NACC also provides opportunities outside of the contest, limited only by the imagination. Angus purebred breeders can use NACC as a customer service tool for bull buyers.

- Help customers build relationships with CAB licensed feedlots, which are committed to getting the most out of high quality cattle.
- Provide the opportunity to collect and manage information on how purebred bull genetics work on customer cows.
- Gain national recognition for purebred producer and customers, adding value to future production.

Licensed feedlots appreciate the value in feeding cattle of known Angus genetics. Past sire evaluation data shows a 30% CAB acceptance rate for known, registered Angus-sired cattle, and the first few years of FLP data show about a 22% advantage in CAB acceptance rate for known Angus versus all black hided cattle.

This fall Angus producers owe it to themselves to check out the 2003 or 2004 NACC opportunities to work with a CAB licensed feeding partner to help them realize their breeding program's potential in carcass performance and value. Visit [cabfeedlots.com](http://cabfeedlots.com) or call 330-345-2333 to learn more.

END