



*CAB Corner on Quality*  
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## **Choose your future**

*By Lance Zimmerman, CAB Supply Development Marketing Manager*

The decision-making process is more complicated when the stakes are higher, like they are today. If you find it hard to see clear solutions, maybe it's time to link your perspective to your core business goals.

Each year, the team at Certified Angus Beef LLC (CAB) aims to get more out of an annual budget that has grown to more than \$10 million. At first, that doesn't seem like a bad purse to manage. But consider that it must be spread around to market more than 600 million pounds of *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) product a year to consumers worldwide.

True to our producer roots, we manage every dollar like it's the last one. Driving demand – and dollars – from those consumers back to seedstock Angus producers is our primary marketing and budget responsibility.

But while that goal must start with marketing at the consumer level, our team keeps up a parallel effort to educate and market brand advantages to your bull-buying customers. By design, CAB leverages a small portion of its annual budget to build the brand's influence on the live cattle side of the industry.

Making the most out of those producer-dedicated dollars means you probably won't see a national advertising campaign for ranchers. Instead, we use an array of other tactics to increase access to information on the CAB production target.

Last year, the 10 members of our supply development team developed news stories, coordinated research papers, met with producers, spoke about beef production, planned events and leveraged industry sponsorships.

We're trying to grow the awareness, ability and commitment among commercial producers to use high-quality Angus genetics to profitably hit our target.

You can see some of those efforts on [www.CABpartners.com](http://www.CABpartners.com), including publications, presentations and stories we have developed for your reference.

Every investment has to have long-term value when you work on a tight budget. Just like on the ranch, money and time are the biggest limiting factors. So as not to waste either of those, every project has to have a legitimate need and a clear purpose.

You may see a CAB team member talking at a state cattlemen's meeting, and a week later read about it in an area agricultural publication. There might be a story about cutting-edge beef research in a national cattle magazine that just happens to reference a paper or resource developed by CAB.

It's a layered approach by design. Twice a year, we review our plans for networking, research, communications, marketing and education. We always have more good ideas than we can get to right away, but prioritizing helps us build a logical road to a brighter future for the Angus cattle producers who supply the brand.

You can take the same approach, layering in an educational pre-sale program this year to help explain why you aim for CAB brand quality. Get the right people on the program and it might even be newsworthy for the local farm paper and radio station. Provide details on those fixed investments of Website, sale ads and catalog and add value to your entire marketing plan.

Before too long, customers will be headlining as success stories that use your genetics to add value and take home top grid premiums. Envision the future you want for your customers and your brand. Then, choose it.

END