



CAB Corner on Quality
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Who's who in Angus excellence?

By Miranda Reiman, CAB Industry Information Specialist

Like you, your bull customers are in business to make a profit. Many of them also think about how they fit into the total beef industry and beef demand picture.

But only a few work with you to build relationships and use teamwork to bring the best beef possible to consumers here and abroad. Of those elite producers, fewer still rise to national recognition from Certified Angus Beef LLC (CAB).

Each year, the company's supply development team solicits nominations for two Annual Conference awards. These aim to honor producers for an enduring commitment to finding and multiplying superior Angus genetics that enhance carcass traits within their herds.

Perhaps that description brings to mind your top customer. You know the one. The farmer or rancher who really gets it, asks for your advice and makes continual improvement all the way from cow to carcass.

"We celebrate those moments when producers excel and show the way for others," says Larry Corah, CAB vice president. "So every year, we recognize one commercial and one seedstock producer who use every means in striving toward the ideal, from genetic selection to coordinated management and marketing. These shining examples do things the right way, not always the least expensive, easiest or fastest."

Since 1992, only 34 producers have received the aptly named Commitment to Excellence Awards. This year one of the additions to that short list could be someone you work with in a business relationship.

Eligible candidates must have a record of measuring genetic and management criteria, and acting upon the information to better drive the supply of *Certified Angus Beef*[®] (CAB[®]) brand product. Additional consideration is given to producers who have been directly involved with CAB in its various programs and licensed feedlots over the years.

“We’re encouraging cattlemen to nominate those they work with, be it their genetic suppliers or their bull-buying customers,” Corah says.

Nominations, due May 1, can include detail on anything deemed relevant. They should contain the producer name and contact information, type and size of operation, number of years postweaning data has been gathered, years linked to nominator’s operation, and years involved with any specified CAB projects.

Winners will be selected and contacted, along with nominators, by June 1. CAB will produce features stories about the individuals, who will receive an expense-paid trip to the company’s annual conference in Scottsdale, Ariz., Sept. 17 to 19.

To see a list of past winners and submit nominations, visit <http://www.cabpartners.com/producers/awards.php>, contact Marilyn Conley at 800-225-2333 or email MConley@certifiedangusbeef.com.

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