



CAB Corner on Quality
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Lead customers to a great '08

By Steve Suther, CAB Industry Information Director

Angus cattle are capable of greatness, but they can't do it all without proper management.

When you sell a registered Angus bull, do you include an owner's manual or guide to getting the most from the investment? Ten years ago, that would be hard to do. Today, you can assemble a customized, informational toolbox with a dozen or more components to help customers capitalize on their wise choice.

Most of your customers now have access to the Internet, and you could help them set up your ranch Website as their "home page." That's as easy as bringing up your page on their Web browser, then clicking on "Tools," "Internet Options" and "Use Current" for home page. Then, bookmark a few other favorites, or highlight them as links from your page.

Of course, the American Angus Association (angus.org) offers a wealth of information and tools such as the Sire Search for specific expected progeny differences (EPDs), dollar value index (\$Values), AngusSource[®] and record keeping and analysis services. There are links to Association subsidiaries, but they deserve separate bookmarks or links on your page.

Angus Productions Inc., or API (<http://www.angusproductions.com>), encompasses the *Angus Journal* and *Angus Beef Bulletin*, along with its Web and customer services. You can also feature your local, state and regional Angus association pages and publications.

Certified Angus Beef LLC (CAB) has a consumer-oriented site (certifiedangusbeef.com) and after all, bull customers tend to be dedicated consumers of high-quality beef. But if you really want to add to their toolbox, be sure to highlight CABPartners.com, from the CAB supply development team.

CAB collaborates with API on the "Aim High" site (aimhighwithCAB.info) for you customers who want to set higher quality and profit goals. It brings together information on how to optimize genetics, management, feeding and marketing to help capture added value, along with who to contact for assistance. The site compiles a treasury of stories featuring producers who have been there, done that and continue to make it work on their operations.

Another industry partner, *Drovers*, hosts the joint venture called "Beef Quality Connection" (beefquality.biz), with several Web tools and downloads to help plan ways to produce and get paid for high quality. Its original how-to and reference stories update every two weeks and include a topical, searchable archive.

Over the past few years, CAB has developed a dozen Black Ink Technical Bulletins, available directly from the CABpartners.com site, or customized for your ranch with the help of CAB marketing

experts. The research-based series gives commercial producers solutions that improve beef quality and profit margins.

In late 2006, CAB produced a 40-page special report that details how the leading branded beef program is set up. "Supplying the Brand," explains how the pull-through effect in the open market leads to premiums for cattle that hit the CAB target. Your customers can share in those premiums if they realize the potential in high-quality Angus genetics, both management and marketing.

If that report takes care of the "why" questions, the 2007 report, "Best Practices Manual," handles the how-to aspects. It gets down to the basics of production decisions that can make or break quality, including management, genetic selection, health, nutrition and marketing. The Manual aims to help your customers double the CAB acceptance rate on cattle from their herds, which could double their premiums in the market.

You can call up full-color pages of the reports from the Web, but better yet, you can help your customers ring in the new year in 2008 by requesting printed copies from CAB, and then distributing them to customers. For copies of the Best Practices Manual or Supplying the Brand, contact Marilyn Conley at 800-225-2333, or email mconley@certifiedangusbeef.com.

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