



CAB Corner on Quality
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Factory farm or family heritage?

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The age-old conflict of perception versus reality is a key to the way consumers view agriculture today. Over time, buying beef has evolved from local lockers and butcher shops to mainstream supermarkets, grocery chains and supercenters. With that, consumers have grown more detached from the origins of their food, including beef. That has made them more susceptible to propaganda attacks from anti-reality activists.

Couple that with the aging farmers and ranchers who now represent less than 1% of our population, and we have consumers at least two and probably three generations removed from any direct experience with a so-called “family farm.”

Herein lies our opportunity to connect cattlemen and women to today’s beef buyers, giving them a glimpse into the lifestyle and livelihood of the families that provide beef for their tables. And what an opportunity it is!

Certified Angus Beef LLC (CAB)-licensed grocery stores, foodservice distributors and restaurant partners have long wanted to create that connection to producers just like you. The growing “locavore” movement is an indicator that consumers also want to feel engaged with the stories and sources of their food.

The *Certified Angus Beef*[®] brand’s newest marketing initiative builds that connection by sharing the stories of Angus breeders across the country, from Washington to Florida and California to Maine, touching nearly every state in between.

Since its beginning, CAB has had that connection because it is the only Angus brand owned by members of the American Angus Association[®] and governed by its board of Angus breeders. Today, the opportunity to tell that story to a very interested audience awaits.

How can I get involved?

Share your story. Tell us about your family farm or ranch. What got you started in the Angus business and why do you want the legacy to continue to the next generation? What does the lifestyle mean to you, and what aspect of raising cattle gives you the most enjoyment?

Talk about our brand, what it means to your operation and how the product performs at the consumer level. Share what you think is important for consumers to know about raising Angus cattle and why they can be confident in the beef you help supply.

Just call 800-225-2333, ext. 247, or e-mail cjohnson@certifiedangusbeef.com to get started, or for an interview. Once your profile is completed, it will join others featured on the brand's Web site at www.certifiedangusbeef.com/producers/index.php.

How can I be prepared for questions and visitors?

STEP 1: Become a trained beef-industry advocate. Perhaps the best educational program developed for that purpose is the Masters of Beef Advocacy (MBA) Program, launched this fall and funded by the Beef Checkoff. This six-course program can be completed on-line and on your time schedule. It covers everything from modern U.S. beef production, to animal and environmental care, and beef safety and nutrition.

STEP 2: Become a *Certified Angus Beef*[®] brand ambassador. A one-course program available through CAB will cover the brand's specifications and how they deliver a superior eating experience. Learn how to share your lifelong passion of raising cattle in a way consumers understand and appreciate.

There is no better time to become a stronger advocate of the beef industry and ambassador for the brand. Demand is dependent on the consumer's confidence in our product and the quality on the plate. We know that committed Angus cattlemen and their brand deliver that great taste consistently. Let us not leave the story for someone else to tell.

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