



*CAB Corner on Quality*  
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**March 2008**

## **WANTED: C2E**

*By Christy Johnson, CAB Supply Development Marketing Director*

“**World’s top beef brand** seeks outstanding cow-calf producer for annual award. Must be devoted to measuring and improving herd performance and carcass traits that drive *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) brand supply.”

### **Commitment to Excellence**

Most successful companies recognize their customers as a key to that success. It’s as true in the Angus cattle business as it is within Certified Angus Beef LLC. Any of our staff can tell you that product, integrity and people are the cornerstones of the brand. Those three little words have been ingrained in us from the first days under Mick Colvin’s leadership.

Let’s examine the people part of the equation. It refers not only to our staff, but perhaps more importantly, to our business partners, our customers. CAB has more than 14,000 licensees worldwide, and our supply development team reaches out to at least 100,000 producers. That’s a lot of customers, and as you know, they’re all individuals.

We need all of them, and more. But we celebrate those moments when certain customers shine, and show the way for others. So every year, we recognize customers who exemplify a commitment to excellence that contributes to the brand and its success.

The recognition event is CAB’s Annual Conference, where dozens of companies receive awards for sales volume, marketing and protecting the brand’s integrity. A treasured part of this celebratory event is the recognition of two cow-calf producers – the Seedstock and Commercial “Commitment to Excellence” award winners, or “C2E” in office shorthand.

How do we define this commitment? High standards. Passion. Loyalty. Focus. Continuous rededication to making the herd better, using every means in striving toward the ideal, from genetic selection to coordinated management and marketing. Doing things the right way, not always the least expensive, or easiest or fastest.

## **Nominate your customer**

So here's where you come in. Think of a customer who fits this definition and has helped build your success. If you are a commercial customer, perhaps your Angus seedstock supplier is the one who fits. In either case, you have likely played an integral role in their success as well.

Each year, the CAB supply development team solicits nominations for these two Annual Conference awards, to honor producers for their lasting commitment to the identification and propagation of superior Angus genetics and their attention to enhancing carcass traits within their herd, through the use of Angus genetics.

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*<sup>®</sup> brand product. Additional consideration will be given to producers who had been directly involved with CAB in its various programs and licensed feedlots over the years.

To nominate see a list of past winners and to nominate your customer, visit <http://www.cabpartners.com/producers/awards.php>, contact Marilyn Conley at 800-225-2333 or email [MConley@certifiedangusbeef.com](mailto:MConley@certifiedangusbeef.com).

Nominations, due May 1, can include anything deemed relevant. They should include producer name and contact information, type and size of operation, number of years postweaning data gathered, years linked to nominator's operation, and years involved with any specified CAB projects. Winners will be selected and they, along with nominators will be contacted by June 1, 2008.

CAB will write and publicize feature articles about the winners, who will receive an expense-paid trip to the CAB Annual Conference in Coeur d'Alene, Idaho, Sept. 11-13. No stories will be published without complete prior approval.

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