



*CAB Corner on Quality*  
(graphic file logo for heading available on request)

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## Reaching out with new tools

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In producing beef cattle, you manage resources to aim for consistent results and greater profitability. You set goals for the herd, but also tend to the needs of individuals.

At Certified Angus Beef LLC, we take a similar approach to win greater visibility for the leading brand of beef. Our efforts to move ahead with all consumers get a boost from new strategies to engage individuals through “social media” on the Internet.

Having built our virtual home on [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com), that’s where we keep building our reputation for quality on a worldwide scale. But, as you know from ranching, sometimes you have to diversify for optimum performance.

Today’s consumer wants to know who produces the food they eat.

We’re happy to make the introductions.

### About face

We continue to interview producers in nearly every state – asking questions, learning family histories, gathering photos. Our goal: tell your story and reinforce the integrity of the beef you produce. Recently, we’ve been sharing that message on Facebook, where there are now more than 1,200 *Certified Angus Beef*<sup>®</sup> brand fans.

Consumers, producers, beef industry folks, students and chefs are posting on our wall, uploading photos and talking about beef. It’s social networking at its finest.

But that’s not all.

We’ve provided outlets for our customers to talk to us, and we’re also talking back – from a personal perspective. More than 75 staff members have enrolled in the National Cattlemen’s Beef Association (NCBA) Master of Beef Advocacy (MBA) program. The course prepares us to engage in conversation, share facts and offer assurances of beef quality and safety. When an opportunity arises, we are ready.

## **Now we're tweeting**

You'd be hard-pressed to find a person under 30 who hasn't heard of Twitter. This popular social networking tool allows people around the world to express their thoughts in 140 characters or less. Some folks discuss the weather or their daily commute. Others share news articles or political views. Celebrities grow their fan base.

The *Certified Angus Beef*<sup>®</sup> brand uses it to spread the news that farmers and ranchers across the country produce top-notch beef that sizzles on your plate and melts in your mouth.

We also share recipes and cooking tips. We tout accomplishments. We publicize events and promotions. Most importantly, we engage consumers with our mission in mind: to increase demand for registered Angus cattle.

## **Feed the machine**

Consumers get their information in many ways, through multiple channels. Television and print publications are still appealing, but mobile communication is mandatory. If new generations of consumers can't upload, download or find a cell phone "app" for it, they don't want or need it.

It's our job to see that they get the message. We still acquire television appearances and radio interviews to build brand presence. We continue to write press releases and pitch stories to conventional media. But that's not all – it can't be.

In today's technological frenzy, we "write for the robot" – the Internet search engine, mobile phone and more. Our message must be quick, concise and easy to understand. As if that weren't enough pressure, it must still have a human element, a personal connection.

Can you condense your ranch mission into 140 characters of text?

Thankfully, you don't have to – that's our job, at least in part.

We use Twitter to direct our audience to the brand's Web site for information, recipes and cooking tips, producer stories and more. Facebook is a great location for sharing testimonials from our restaurant and retail partners, or customers who love the *Certified Angus Beef*<sup>®</sup> brand. We use YouTube videos to demonstrate and educate.

It's the right mix of ingredients to strengthen and fortify the brand so you can focus on producing to hit that target. We'll just keep working to build more value into our trademarked tagline: *The brand that pays*<sup>®</sup>.

## **Join us**

Go to [www.twitter.com/CertAngusBeef](http://www.twitter.com/CertAngusBeef) to follow us on Twitter. Become a fan of the brand on Facebook. See what's new on our YouTube channel. And as always, get the latest information at [certifiedangusbeef.com](http://certifiedangusbeef.com).

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