



CAB Corner on Quality
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Telling the story

By Miranda Reiman, CAB Industry Information Specialist

Tune in to your local ag radio station or pick up your regional farm paper and you're sure to get a glimpse of what we do. Industry Information is part of the supply development team at Certified Angus Beef LLC (CAB).

Mostly, we work in producer communications, interviewing and writing, or editing the work of freelance contractors or other CAB staff.

Our messages are delivered to hundreds of ag media weekly, in addition to writing feature stories, columns and radio releases. You've probably read one or two without even realizing it.

That's good news for you as an Angus breeder, because our message to commercial cattlemen is the same as yours: chose high-quality Angus genetics for your herd and you'll make more money.

We write about new research or examples of how to increase carcass quality, starting with genetic decisions all the way through the feeding phase. University and industry experts give credibility as study after study proves that management combined with the right genetics can significantly increase quality grade and a producer's bottom line.

As you see these articles, let us know if they make you think of a related story we should be telling, or if we can help you adapt any of our material to your customer newsletter. Special mailings are a great way to share science that's supportive of your breeding program, and they help your customers, too.

Feature stories highlight producers who are doing it all: raising efficient, high-quality cattle, while keeping maternal traits front of mind. You know some of these folks. You may think, "I wish all my bull buyers were that interested in constant improvement." If you know one who is a great example but we have not written about, take the initiative and contact us.

The resulting story can help other Angus producers adopt a quality focus, and even showcase the advantages of your cattle genetics in the real world.

Many of these stories have found their way to the airwaves over the past two years. We've sent out dozens of radio releases, which let farm broadcasters use news about high-quality beef production in their radio shows.

You might come across our monthly column, "Black Ink." It's designed as "fireside chat" with producers, hopefully sparking ideas of producing better beef. Again, that includes stocking their pastures with the best bulls.

You can take this approach of communicating with your customers. Why not have a chat with them at least quarterly? If you only communicate once a year at sale time, you may find that they move on to another supplier who is more forthcoming.

Provide them with useful information. Many of the same things that are important to you will interest your customers. Pass along an article you read or a new management strategy you're planning to try. That illustrates your constant quest for improvement, and should inspire others as well.

Open all channels of communication: e-mails, phone calls, post cards and pre-sale events all cater to the different ways cattlemen like to get information. No two producers are alike and by reaching them in different forms, you're likely to touch more of your intended audience.

Finally, help publicize good examples. Draw attention to those farmers or ranchers who seem to make it all click. They use your genetics as part of a whole-herd plan to keep aiming higher. Let them be spokespeople for your program.

Help us keep the conversation going, about how and why to use high-quality Angus genetics. Together, we'll increase supplies for the *Certified Angus Beef*[®] (CAB[®]) brand, with profit at every link in the production chain.

END