



CAB Corner on Quality
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Walk the Line

By Christy Johnson, CAB Supply Development Marketing Director

I keep a close watch on this heart of mine.

I keep my eyes wide open all the time.

I keep the ends out for the tie that binds.

Because you're mine, I walk the line.

Familiar lyrics written more than 50 years ago by the man in black, country music legend Johnny Cash make some points for a brand built on integrity.

I keep a close watch on this heart of mine.

At the heart of Certified Angus Beef LLC (CAB) is its mission: to increase demand for registered Angus cattle through a specification-based, branded beef program, to identify consistent, high-quality beef with superior taste. The mission, etched in glass, is the first thing you see when you walk through the front door of CAB headquarters in Wooster, Ohio.

What's at the heart of your Angus operation? Of course it has a heart, its driving force and reason to be—don't lose sight of it.

I keep my eyes wide open all the time.

For the company, it means we keep our eyes open to change and innovation. That's how we see our way to evolving brand specifications that help deliver a superior eating experience. That's how we develop new products that bring more to consumers.

Stay alert to changing market opportunities while walking the line on quality in your herd.

I keep the ends out for the tie that binds.

What's our tie that binds? It's the brand's trademark – the only part of the CAB idea that anybody owns. As a member of the American Angus Association, you own that tie that binds our marketing efforts to your ranch. Our trademark ties every industry segment together, from the purebred Angus breeder to the consumer who asks for the brand at the retail counter and restaurant.

How? The Association owns the *Certified Angus Beef*[®] (CAB[®]) trademark. Its subsidiary, CAB, licenses packers to identify the beef that USDA has certified to meet the brand's standards. Packers can sell the brand to anyone, but only those companies whose officers have signed a CAB licensing agreement can identify and promote the brand. We have more than 13,500 licensees worldwide, so many believers in the brand, all working to maintain the ties.

Networking with your customers is a basic necessity in most businesses today, and it is certainly true in the case of bull customers. Genetics are widely available, but producers can be unique in how they bind loyalty to their brand.

Because you're mine, I walk the line.

Do we walk the line? You bet we do. We take our responsibility to producers and licensees seriously. We'll walk away from business deals that may boost sales at the cost of brand integrity. It's not a sacrifice; it's a success. We protect the brand and our partners from other me-too Angus brands and branded programs that fail to provide consumers with a high-quality eating experience.

By walking the line and asking our partners to do the same, we ensure the brand's success for generations to come. You can use the same strategies to keep the line thriving for your next generations in the Angus business.

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