



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

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## All about VALUE

*By Al Kober, Retail Director*

How can we measure value? Does producing a higher quality product thereby make it more valuable? What about adding more time, effort and expense? Before we invest too much, let's consider how we can be sure we're getting the maximum return.

First, let's define some terms:

- Worth — That which renders something desirable, useful or valuable.
- Value — An amount, as of goods, services or money, considered to a fair and suitable equivalent for something else.
- Perceive — To become aware of directly through any of the senses, especially sight or hearing;
  - To achieve understanding of.
- Intrinsic — Of, or relating to, the essential nature of a thing;
  - Inherent.
- Quality — An inherent or distinguishing characteristic; but note:
  - The word itself does not define any level of difference; therefore, an adjective (such as “high,” “average” or “low”) must be used to provide a measurement.

Value is the worth of perceived intrinsic quality. In other words, value is the goods, services or money suitable in exchange for that which is desirable, using senses to achieve an understanding of the inherent nature of the product or service.

Is the calf you are producing worth what you expect to get for it? Or do you hope to get more than it is worth? The challenge is to get back all you have put into it, and a little more, to stay in business.

Today, the open market does not provide guarantees. We need to make improvements to the system. None of us in the beef or food industry can operate at maximum efficiency in a system of rolling the dice and hoping for the best.

Looking back on my 50 years of retail experience, I see the roots of what we would call a “mission statement” today. Innovation changed the way we conducted business, mainly in the areas of buying and selling. Then, as now, it begins with establishing goals, purposes, objectives and identifying your passion.

Why are you in this business? Just because it is in the family and it's your job to keep it going? “It was good enough for my dad, so it is good enough for me.” “It's all I know!” “What else would I do?” “It's just a job. It has paid the bills so far!” None of these are good enough for today's economy.

First, you've got to love it. What you do has to be fun. Then you must find others who feel the same way. Look for that passion in people from other industry segments, those you need to work with to be successful.

Second, look for long-term results. Partner with those you find who have the same values and goals. Chose your partners carefully. Consider every other link in the production chain as a two-way partnership in success. It must be a win-win-win situation.

Third, after you have done the initial research and determined who you want as partners, learn everything you can about their business. Learn both their strengths and weaknesses.

Fourth, after these alliances are solidified, stay the course. The real key to success in the beef or food industry is consistency. Everyone in the production chain has a comfort level, and nothing secures that more than consistency.

Retailers need three basic things: Consistent pricing, consistent supply and consistent quality. In the open market, prices may fluctuate, supply will not always be available and quality will vary. In an alliance or partnership, these variations can be neutralized.

The seller in an alliance may not always get the highest price. The buyer may not always pay the least. But over time, they will both be ahead—and improve consistency—over most of those who are not working together. Buyers and sellers who always want the lowest or highest price may not make good partners. The deal-breaker is trust.

Who do you trust? Do you deal with a company or a person? Assuming the latter, can you relate to them personally? Can you trust them? Are they working at least as hard for your good as for their own?

*Certified Angus Beef*® (CAB®) brand is the most consistent quality beef on the market. That's what we get when the best Angus-influence cattle meet eight scientific specifications that ensure an enjoyable eating experience, one bite at a time, every time. But we know it's not enough, if we are to remain the benchmark for all other brands.

Having the best marketing support team—and we do—is not enough. We needed to add more value and we did: It's our people. We added more account managers and customer service representatives all across the U.S.

We needed to be closer to our partners. We had to provide more value (there's that word again). We needed to provide more service, if we were to live up to our goal of making our retail and food-service partners achieve the highest level of success.

We'll add more people, limited only by budgetary restraints and qualified personnel. We've increased our in-house customer service network to reduce response time, to make sure there is always a live, knowledgeable person to meet every request.

Certified Angus Beef LLC is your partner in success. We are prepared to listen, assist, support, encourage, advise and anything else that will make CAB, not only the best brand of beef, but the most valued. We are not successful until our partners are. There is no other way to measure our success.

With these objectives, CAB® continues as the best, the most imitated, the most highly valued, and the benchmark for excellence in creating success for its partners. Now that's real value.

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