



*CAB Corner on Quality*  
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available on request)

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## **The brand that serves *you***

*By Mark McCully, Supply Development Director*

You may not have thought about it for a while, but the *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) brand was created by the American Angus Association to serve you. CAB adds value to your Angus cattle through its specification-based branded beef program that ensures consumer satisfaction.

We have gone beyond satisfaction to create excitement and unprecedented demand for the brand that started the quality comeback in 1978. There's just one problem, and it's a good one, from a producer perspective: We can't find enough cattle with the combination of top quality Angus genetics and focused management to meet the demand.

Historically, such a market pays producers for adding value. All you need to "get involved" is to aim for the high-quality Angus carcass target, track your progress and market cattle in such a way as to reap the rewards—currently reported at \$50 million per year in CAB grid premiums for finished cattle.

Known Angus-sired calves at auction are also following a six-year uptrend, winning \$15 to \$20 more per head than non-Angus sale mates. And whether you are buying or selling registered Angus bulls, you know about the strong demand and premium for top quality seedstock genetics.

Herd improvement is a long-term commitment that must be oriented toward some end-product target. The market clearly defines the ideal target for Angus producers. Fortunately, it's the one brand created and owned by all Angus producers through their membership association.

An array of CAB Supply Development producer programs help you take better aim so that you can win more profit, the brand wins more markets, and consumers win in the end.

- **Brand Builders**—Angus seedstock producers have a standing invitation to come to CAB headquarters in Wooster, Ohio, for an information-packed exchange of ideas that will help define goals in selection, management and marketing.

- Black Ink Basics—Angus commercial producers may attend this seminar series that started with the 2003 Range Beef Cow Symposium and continues in target areas such as South Dakota this summer. An offshoot is the new Black Ink Basics technical report series, so far summarizing the effects of health, percent Angus, and disposition on profit.
- Carcass data collection—a hallmark of CAB Supply Development for nearly two decades, the brand helps Angus producers gain access and interpretation of carcass data through its network of licensed feedlots.
- Feedlot Licensing Program—This nationwide group of 80 licensed partners wants to establish working relationships with all Angus producers interested in win-win outcomes through sharing information and commitment to improvement.
- National Angus Carcass Challenge (NACC)—The value discovery program for everyone (even informal groups) who can muster at least 40 steers or heifers sired by registered Angus bulls to feed in a licensed CAB feedlot. Remember, most of our feedlots are open to taking on at least half ownership in such pens. Everyone wins with individual data to sharpen your game, while winners compete for \$28,000 in cash, prizes and priceless publicity.

Let your breeding program realize its potential in carcass performance and profitability. Visit the newly designed [cabfeedlots.com](http://cabfeedlots.com) on the Web, or call me at 800-225-2333 to learn more.

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