



CAB Corner on Quality
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October 2005

The real value of convenience

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Convenience can mean just cutting corners to save time, money and energy – but that sense of the word may not deliver high quality. Sometimes, cutting corners cost more in the long run than it saves in the moment. It might be convenient to skip the fertility check on your bulls, pass on the pre-weaning roundup for vaccinations and forget about introducing calves to grain. But that kind of convenience may cost you later in open females and sick calves that can't realize their genetic potential.

A recent newspaper article compared convenience foods from the supermarket to their made-from-scratch counterparts. The article weighed price and preparation time against flavor, texture and overall quality. Some items, such as pre-cooked shrimp, seemed to add value in kitchen-time saved with similar quality. Others, like bagged salad, saved 5 minutes in the kitchen, but didn't taste as fresh as homemade and cost 500% more.

Are you cutting the right corners? The quality of calves you produce depends on two basics: genetics and management. Many of you have gone the extra mile to develop genetics that can do it all. Calving ease is a convenience trait, but you don't cut corners in making sure the bulls contribute that trait while helping build herd efficiency, growth and grade potential. Thanks to your dedication, more of your calves can meet *Certified Angus Beef*® (CAB®) brand specifications, too. But not even the best genetics can get a calf to the goal without proper management.

Convenience doesn't always mean cutting corners. In the food business, value-added products are known for convenience, but those marketed under the CAB brand deliver much more. Licensed processors begin with the highest quality raw material – CAB brand product – and they don't cut corners. All of the hard work you put into managing calves to ensure sufficient marbling, desirable texture and unmatched flavor could be lost in an instant if managed improperly.

That's where the CAB value-added product team comes in. It's our job to ensure the ingredients and processes used to make the brand's fully-cooked, breaded or marinated value-added products takes nothing away from the quality you built into the product. We help licensees keep that wholesome goodness while enhancing the value to consumers by making it more user friendly. Less time and skill, more flavor.

Consider CAB brand deli meats, for example: a short list of ingredients, without MSG or fillers, and no excess water. That makes these products stand apart from competing brands that cut corners to save money, using fillers to bind extra water and seasoning just to make it taste like beef. Our mission is to have the highest quality product in every category, just as you work to produce the highest quality cattle in the industry.

You wouldn't be as successful in your business if it weren't for the partnerships you have developed along the way. From your veterinarian to your banker and your cattle feeder, you have searched for the best partners to act as an extension of your cattle management team.

In the same way, we choose processor partners worthy of representing your brand and capable of adding real value. Our team seeks out the most innovative, quality-minded manufacturers to produce CAB brand value-added products. Of course, product quality is No.1, but we also search for companies with national distribution and marketing capabilities. That ensures our products can be found in the marketplace, to be featured on menus and in grocery cases.

By the efforts of so many good people and organizations, the producers' dream of selling CAB-accepted cattle for a premium has come true. In fact, since 1997 more than \$250 million in CAB grid market premiums have been paid to quality-minded producers like you, for knowing which corners not to cut.

CAB brand convenience products fetch a premium at the restaurant and retail level, too. Consumers know they can count on the brand that means quality when they want to save time. Working together, our products will never end up like bagged salad – high price, disappointing quality and lots of air.

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