

# for immediate release **NEWS**

November 26, 2007

## **Executive Office**

206 Riffel Rd.

Wooster, OH

44691-8588

Phone: 330/345-2333

Fax: 330/345-0808



## **Manhattan Office**

1107 Hylton Heights Rd.

Manhattan, KS

66502-2822

Phone: 785/539-0123

Fax: 785/539-2883

## **Japan Office**

Japan Business Center

WBG Marive East 14F

Nakase 2-6 Mihama-ku

Chiba-shi, Chiba 261-7114

Japan

Ph.: 011/81-43-297-3363

Fax: 011/81-43-297-3374

www.

certifiedangusbeef

.com

Contact:

Miranda Reiman, Industry Information Specialist  
(785) 539-0123, MReiman@certifiedangusbeef.com

## **Circle A Angus adds CAB feedlot**

Circle A Angus Ranch opened a 5,000 head, all-under-roof feedlot in Huntsville, Mo. in May. Circle A Feeders is the only finishing yard in Missouri to join the Certified Angus Beef LLC (CAB) Feedlot Licensing Program (FLP).

The FLP is designed to reward producers for high-quality cattle that meet *Certified Angus Beef*<sup>®</sup> brand specifications. Partner feedlots enroll cattle in the FLP, and licensed packers pay premiums for those that qualify for the brand. Circle A joins a network of 63 CAB feedlots in 15 states.

General manager Mark Akin says Circle A Feeders is unique because it focuses on buying calves from customers that utilize Circle A Angus genetics. The feedlot purchases 100% interest in steer and heifer calves that are offspring of bulls and females bought directly from Circle A customers are eligible for premiums of up to \$45 a head for these calves.

“Opening Circle A Feeders has dramatically changed our relationship with our customers,” commercial marketing manager Nick Hammett says. “Rather than just telling them to use our genetics and hoping they do well with them, or hosting feeder calf sales, Circle A has decided to put our money where our mouth is and directly share the added value of our genetics with our customers.”

CAB-licensed feedlots add value to cattle by following management practices known to maximize the genetic potential of Angus-influence cattle. Working with cow-calf producers, stocker operators and cattle feeders, licensees can coordinate management practices like nutrition, implant programs and sorting strategies to allow the carcass quality of Angus genetics to be fully expressed.

Akin says producers are excited to get carcass data back from the packers. Circle A Feeders plans on going over these results with their customers to help them evaluate their genetic and management programs.

“Another thing the data can help us with is finding the sires in our bull sale that will complement a customer’s individual herd,” Akin says. He hopes these decisions will help maximize performance and CAB acceptance rates.

*Certified Angus Beef*<sup>®</sup> is the world’s leading brand of fresh beef. Since 1997, packers have paid producers more than \$200 million in value-based grid premiums for cattle accepted into the brand.

For more information on CAB product and recipes, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com). Cow-calf producers and feedlots can learn more about the CAB Program by visiting [www.cabpartners.com](http://www.cabpartners.com) or by contacting Paul Dykstra or Gary Fike at 785-539-0123.

-###-