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NEWS

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Photo available at: http://www.cabpartners.com//news/photos/angus_prod.jpg

NCBA gathering has Angus angles

Angus interests will be well represented when beef producers gather in Texas later this month. That's for the 2010 Cattle Industry Annual Convention and National Cattlemen's Beef Association (NCBA) trade show.

"It's truly a gathering of cattlemen from around the United States from all segments of our industry," says Larry Corah, vice president for Certified Angus Beef LLC (CAB). "It's a great opportunity for our company to showcase what we're all about: the product we take to the consuming public."

The American Angus Association is working with its subsidiaries, CAB and Angus Productions Inc., for a united breed presence at the conference, slated for Jan. 27 to 30 in San Antonio.

Those who attend the Pfizer Animal Health Cattlemen's College will enjoy a *Certified Angus Beef*[®] (CAB[®]) brand lunch, after taking in the educational sessions on profitably producing better beef to meet consumer demand.

"We want to keep people's focus on the fact that, at the end of the day, our industry thrives or declines based on how much beef people eat," says Tom Field, director of producer education for NCBA. "That's why we're so excited to have a partnership with CAB that's allowing us to bring Chef John Doherty to the program this year."

Doherty, former executive chef at the world renowned Waldorf Astoria hotel in New York, will share what he learned during 20-plus years of serving presidents and royalty. His session, "Leadership," will cover that and feature a product cutting on underutilized cuts.

The company is also providing CAB chuck rolls for NCBA's carcass fabrication presentation.

"We will focus on the value cuts for the demonstration," Field says. "It provides a very visual opportunity to show people a part of the beef supply chain that most aren't engaged in, day in and day out."

Those who want to try several delicious CAB products should attend the opening trade show reception, where the brand is the sole beef sponsor. While there, be sure to stop by the Angus booth at space 5015.

“We always look forward to this chance to interact with producers, to hear from you and answer any questions,” says Eric Grant, director of public relations for the Association. “You shouldn’t have any trouble finding us—just look for the Angus balloon.”

The booth will house two big-screen televisions for viewing educational videos and the popular “I am Angus” series. CAB appetizers will be featured at various times throughout the week.

“There are so many things going on in the industry today, from new technologies to other factors that influence beef quality and profitability,” Corah says. “We’ll have a number of staff available, as well as informational materials, like our “Best Practices Manual,” that can really help cattlemen understand management strategies they can use to improve the quality of the end product.”

Of course, long before beef hits the center of the plate, cattlemen must make key decisions that help determine the potential to please.

As part of the Applied Reproductive Strategies Workshop, Corah will speak on using artificial insemination (AI) to add value to calves.

“There are some unique opportunities today to use proven genetics, as well as the whole area of reproductive management, to positively impact the quality of the end product,” he says. “We’ll share some data on what economic value that brings to cattle producers.”

For more information on the convention and trade show, visit <http://www.beefusa.org/convcattleindustryannualconventionandnncbatradeshow.aspx>.

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