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NEWS

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Beyond the corrals and pastures

Cattlemen's College brings a consumer focus to annual convention and NCBA tradeshow

Daily chores get most of your time and attention. That's what pays the bills, but the state of the industry lies in the bigger picture.

Later this month farmers and ranchers from across the United States will have a chance to look beyond their operations to those macro issues.

Those who attend Pfizer Cattlemen's College as part of the 2010 Cattle Industry Annual Convention and National Cattlemen's Beef Association (NCBA) trade show can take in sessions that range from production to 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.

The organization has partnered with Certified Angus Beef LLC (CAB) to bring some end-product and consumer-related sessions to the program.

John 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.

"John's going to talk about leadership, and how you deal with chaos and invest in people to move forward even during chaotic times," Field says.

Historically, 45% to 50% of all beef is sold through the foodservice trade, says Larry Corah, CAB vice president. That's why cattlemen should be interested in what Doherty has to say.

"It's really important for the beef industry to understand what the restaurant industry is looking for in terms of consumer satisfaction," Corah says.

The company is also providing Certified Angus Beef® brand chuck rolls for the 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."

The demonstration also illustrates the value of producers' investment in the Beef Checkoff.

“Plus, it shows how supply chain partners, like CAB, are able to take those product innovations—those new cuts—and leverage them in the marketplace,” Field says. “They not only increase the volume of product that we move, but also the value of it.”

Corah says the brand has worked with licensed restaurants and retailers to get those value cuts to the consumers.

“It’s really exciting to show cattlemen the product they’ve worked so hard to produce and how it can be used to provide an exceptional eating experience,” he says.

Of course, long before those meals feature beef in 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.”

CAB is also sponsoring the opening reception at the tradeshow and will conduct product samplings in the Angus booth (#5015).

The NCBA Convention and Trade Show is slated for Jan. 27 to 30 in San Antonio, Texas. For details, visit <http://www.beefusa.org/convcattleindustryannualconventionandncbatradeshow.aspx>.

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