

# for immediate release **NEWS**

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## **A lot of little things done well**

White Land & Cattle Company treats all the little things like big ones.

Gary White manages the family-owned feedlot that has been in business near Lexington, Neb., for 35 years. Its 2,500-head capacity is the perfect size to focus on all the details, White says.

The family works with a nutritionist and uses ultrasound technology to help all cattle reach an ideal finished end point. Around 80 to 90 days pre-harvest, they are routinely divided into three marketing groups.

“Sorting cattle allows us to reach optimum feed efficiency and cost of gain,” White says.

The feeding program includes a ration of wet and dry-rolled corn, silage, hay and wet distillers grains. South-central Nebraska is a great location for supplying those feedstuffs and fed-cattle markets.

Every extra dollar is extracted through value-added strategies such as age-and-source verification, quality system assessment (QSA) and a USDA process verified program (PVP).

The Whites don’t stop there. They also work with a bank to offer feed financing and help with risk management.

Recently the family decided to provide one more layer of customer service by licensing the feedlot with Certified Angus Beef LLC (CAB). The move helps them provide detailed carcass data to customers and tap into CAB educational resources.

The Feedlot Licensing Program (FLP), made up of more than 65 yards across the United States, is designed to reward producers for high-quality cattle that meet *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) brand specifications. Partner feedlots enroll cattle and sell to licensed packers that pay premiums for those that qualify for the brand.

“We’ve always liked feeding a high percentage of Angus cattle,” White says. “They have always performed well.”

On average, he says most yearling cattle gain from 3.4 to 3.8 pounds a day, and that performance comes along with a standing goal to hit the CAB marbling level, at least the upper two-thirds of USDA Choice.

Cow-calf producers may retain ownership, partner with the feedlot or sell calves outright, but regardless of the arrangement they’ll still get feedlot information back to help perfect their herds.

“I try to be the most efficient I can for the customer,” White says. “I work with each one to communicate their individual needs into the feeding experience.”

That includes coordinating ranch nutrition and health programs, so cattle aren't treated twice, for example – just one more example of a little thing that could make a big difference to the bottom line.

Certified Angus Beef is the world's leading brand of fresh beef. Since 1997, packers have paid producers more than \$250 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 at 308-874-2203.

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