



Quality TimeTM

Quality news and features for farm broadcasters from Certified Angus Beef LLC
Contact: Steve Suther, CAB Director of Industry Information (ssuther@certifiedangusbeef.com)

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Putting Beef Consumers First

At NCBA, four companies announced a partnership to build bridges between consumers and beef producers. Certified Angus Beef LLC (CAB), Pfizer Animal Health, Land O' Lakes Purina Feed and Drovers/food 360 have formed Consumer First Beef Partners. Their stated goal is to increase the supply of high quality beef in order to insure future consumer demand. Today we're talking with Pfizer's Mike Amos, senior manager of strategic initiatives, to learn more about this project.

Q: Tell me a little bit about this new effort, Mike. How did all of you decide to rally around that one goal?

Actuality, Amos :26: "We've had a long history of collaboration. All the companies emphasize education, and producer education in particular, so we felt it was incumbent on us, seeing there is an opportunity out there to help producers increase their profitability and capture additional value for the good things that they're doing and at the same time satisfying consumers' demand."

(LINK: http://www.cabpartners.com/news/radio/amos_cfbp_qtif3_3_1.mp3)

Q: ...satisfying consumers' demand."

Q: So you're trying to improve producer profitability by increasing consumer satisfaction with beef. Why is Pfizer, or some of the other companies, concerned with the end product, with demand?

Actuality, Amos :35: "Well ultimately the consumer is the end-user of what we do for a business. If it's a feedlot, obviously they rely on consumer demand for the product that they're producing. A stocker operation relies on the feedlot. The stocker-operator relies on the cow-calf. And all of us, all of the partners, are dependent on the beef industry and its viability. If demand for beef in general declines, all of us will be affected."

(LINK: http://www.cabpartners.com/news/radio/amos_cfbp_qtif3_3_2.mp3)

Q: will be affected."

Q: Some information I read says you'll provide unified leadership and education. What are some specific ways you hope to accomplish that?

Actuality, Amos :27: "We anticipate down the road that we will have a lot of educational venues and educational resources that we'll make available to all aspects of the beef production chain. Whether that would be access to information and resources on a website, communication to key stakeholders with webinars or round tables and white papers, etc."

(LINK: http://www.cabpartners.com/news/radio/amos_cfbp_qtif3_3_3.mp3)

Q:...white papers, etc."

Q: We'll look forward to some of those resources. It seems the industry is at a pivotal point, and there are a lot of big questions that producers are going to need answers to. Is there anything else about the group that you'd like to add?

Actuality, Amos :16: "No, I think you've been pretty thorough. We're in our infancy and I think you'll hear more from the beef partners as we listen to the consumer and as some of our plans start to come together in the coming months."

(LINK: http://www.cabpartners.com/news/radio/amos_cfbp_qtif3_3_4.mp3)

Q: ...the coming months."

Thanks, Mike. This sounds like an exciting initiative, so we'll watch for what's to come.

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