



# Quality Time™

Quality news and features for farm broadcasters from Certified Angus Beef LLC  
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Interactive Feature (QTIF)

## What a packer wants

Packers and cattle producers need each other to please the beef consumer. Sometimes communications break down and the mixed signals leave cattlemen wondering what packers really want. We talked with Cargill's Ken Bull about consumer targets and how to hit them. The vice president of procurement says packers want cattle that produce the beef consumers want.

**Q. Ken, thanks for joining us today. From a packer standpoint, what is the “ideal” animal?**

**Actuality, Bull (:16):** “What we’re looking for are animals, cattle, that can come into our plant that have the ability to be put into a program that has the potential to increase demand and hopefully bring more revenue in to ourselves and suppliers.”

(LINK [http://www.cabpartners.com/news/radio/bull\\_packer qt2 6 1.mp3](http://www.cabpartners.com/news/radio/bull_packer qt2 6 1.mp3))

Q: ...and suppliers.”

**Q. So, uniformity and ability to fit branded programs are key points. Why are these so important to you?**

**Actuality, Bull (:29):** “We’ve been on a pretty strong mission not to be in the commodity processing business and just sell commodity Choice and commodity Select. We would want to create brands and programs that have the ability to deliver on a promise greater than just commodity and hopefully that means higher returns for us. We recognize the only way we’ll have those kind of animals available is if we pass along some of those incremental revenues to producers.”

(LINK [http://www.cabpartners.com/news/radio/bull\\_packer qt2 6 2.mp3](http://www.cabpartners.com/news/radio/bull_packer qt2 6 2.mp3))

Q: ...revenues to producers.”

**Q. I assume you’re talking about grid discounts and premiums. How can a producer be most successful in selling cattle through one of these value-based marketing channels?**

**Actuality, Bull (:31):** “If you’re trying to take an animal that is not adaptable to a certain grid or a certain premium, it’s going to be unsuccessful in trying to alter that animal to get there. If take a very large lean-type animal and you want to feed it excessively long to get it into to a premium program, that’s not going to work. The premiums, if that animal were to somehow qualify, would not compensate for the lack of efficiency on the feeding side. So it’s really understanding how to manage those animals to get into the right program.”

(LINK [http://www.cabpartners.com/news/radio/bull\\_packer qt2 6 3.mp3](http://www.cabpartners.com/news/radio/bull_packer qt2 6 3.mp3))

Q: ...the right program.”

**Q. You mentioned that you like to pass along these incremental revenues to producers. Why is that an important part of the system?**

**Actuality, Bull (:18):** “For us to be successful, it’s got to work with everybody. You know, our goal is to try and increase beef demand by putting products in front of consumers that they’re willing to pay more for, share those rewards and those answers with producers and work with producers in a way to be more efficient in producing those goods.”

**(LINK [http://www.cabpartners.com/news/radio/bull\\_packer\\_qt2\\_6\\_4.mp3](http://www.cabpartners.com/news/radio/bull_packer_qt2_6_4.mp3))**

**Q:** ...producing those goods.”

That from Ken Bull with Cargill’s cattle procurement division. The take-home message seems to be, know your cattle and the grid you’re selling on. He says you can improve your aim once you know the target.

**END**