



Quality TimeTM

Quality news and features for farm broadcasters from Certified Angus Beef LLC

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With cattle, quality pays at every step

30-second radio story (no actuality)

High quality cattle pay in all sectors of the beef industry.

Iowa State University data show cattle that are at least 75-percent Angus will out-gain and out-grade cattle with the least amount of Angus influence. That can add up to nearly \$68 more per head for the top cattle.

Certified Angus Beef-licensed Chappell Feedlot looks for superior Angus cattle to fill its western Nebraska yard. Owner and manager Tom Williams says those are the cattle that earn him, and his customers, the most money.

Chappell was recently named a C-A-B Feedlot Partner of the Year for accurate sorting and ability to market cattle on a grid.

60-second radio story

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Owner and manager Tom Williams says it pays.

Actuality, Williams (:18): “The bottom line is economics. There are cattle that don’t grade well that perform very well and they have their value also. But the ones we like—and we get some of these—cattle that perform very well, but also grade very well. When you put all that together, there’s good premiums to be made.”

(LINK: http://www.cabpartners.com/news/radio/tom_williams_qt6_1.mp3)

Q:...to be made.”

Chappell was named a C-A-B Feedlot Partner of the Year for accurate sorting and ability to market cattle on a grid.

Over the last 10 years, packers have paid more than \$200 million in premiums for cattle that qualify for the *Certified Angus Beef*[®] brand. Williams says he aims to get a share of that for his customers.

271-word radio story (approx. 2 minutes)

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Genetics, nutrition and use of growth implants also affect beef quality. Williams says the first step to improving a cowherd is to get carcass data back.

Actuality, Williams (:13): “It will benefit us, as well as the producer, to benchmark where they’re at with their genetics—performance, carcass and everything they can find out from feeding. For the good of the industry, for their own livelihood and ours.”

(LINK: http://www.cabpartners.com/news/radio/tom_williams_qt6_2.mp3)

Q: ...own livelihood and ours.”

The next step is to use that information to make changes, Williams says.

END