



# Quality Time™

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

June 11, 2007

Vol. 2, No. 9

## Feeding hard and fast

**30-second story:** Nebraska research shows an early start in the feedlot gives a grading advantage over yearlings.

In one study, calves that went straight from weaning to the feedlot achieved more than 30 percent premium Choice. Those placed first in a backgrounding program earned just 1.2 percent. Iowan Blake Crawford has been tracking carcass data for 10 years.

**Actuality, Crawford (:14):** “We’re finding out that the more we push those cattle, the better the quality grade is on them. Every day that calf is lacking something nutritionally is probably hurting the end quality grade, so they’re pushed hard and we believe in that.”

(LINK: [http://www.cabpartners.com/news/radio/crawford\\_calves\\_qt2\\_9\\_1.mp3](http://www.cabpartners.com/news/radio/crawford_calves_qt2_9_1.mp3))

Q:...believe in that.”

The Adair, Iowa, producer often sells loads with 100 percent Choice and 50 percent *Certified Angus Beef*® brand qualifiers.

**60-second story:** Popular belief says yearling cattle grade better than calves. Research from the University of Nebraska proves otherwise.

Calves that went straight from weaning to the feedlot graded more than 30 percent premium Choice. That’s compared to just 1.2 percent for those placed first in a backgrounding program. Iowan Blake Crawford has been tracking carcass data on his Angus cattle for 10 years.

**Actuality, Crawford (:14):** “We’re finding out that the more we push those cattle, the better the quality grade is on them. Every day that calf is lacking something nutritionally is probably hurting the end quality grade, so they’re pushed hard and we believe in that.”

(LINK: [http://www.cabpartners.com/news/radio/crawford\\_calves\\_qt2\\_9\\_1.mp3](http://www.cabpartners.com/news/radio/crawford_calves_qt2_9_1.mp3))

Q:...believe in that.”

The Adair, Iowa, producer shortens the time from birth to harvest a little each year. Crawford harvests some calves before they’re a year of age, with up to 100 percent Choice and 50 percent *Certified Angus Beef*® brand acceptance.

**205-word story:** Popular belief says yearling cattle marble to hit premium quality grades better than calves. Research from the University of Nebraska proves otherwise.

Calves that went straight from weaning to the feedlot graded more than 30 percent premium Choice. That's compared to just 1.2 percent for those placed first in a backgrounding program.

Iowa cattleman Blake Crawford has been tracking carcass data on his Angus cattle for nearly 10 years.

**Actuality, Crawford (:14):** "We're finding out that the more we push those cattle, the better the quality grade is on them. Every day that calf is lacking something nutritionally is probably hurting the end quality grade, so they're pushed hard and we believe in that."

(LINK: [http://www.cabpartners.com/news/radio/crawford\\_calves\\_qt2\\_9\\_1.mp3](http://www.cabpartners.com/news/radio/crawford_calves_qt2_9_1.mp3))

Q:...believe in that."

The Adair, Iowa, producer shortens the time from birth to harvest a little each year, harvesting some calves before they're a year of age. He avoids problems with over-consumption by using Purina Mills intake-modifying feeds.

Crawford notes starting with the right type of cattle helps.

**Actuality, Crawford (:09):** "We're about feed efficiency, going to the bunk, capacity and those cattle have an appetite. We push them from day one and those cattle can handle it."

(LINK: [http://www.cabpartners.com/news/radio/crawford\\_calves\\_qt2\\_9\\_2.mp3](http://www.cabpartners.com/news/radio/crawford_calves_qt2_9_2.mp3))

Q:...can handle it."

This kind of aggressive feeding leads to grid premiums for Crawford's cattle at the packing plant. He typically sells loads that make 100 percent Choice, with half of them qualifying for the *Certified Angus Beef*<sup>®</sup> brand.

**END**