



Quality TimeTM

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

Performance plus quality adds up

You might think raising the kind of beef consumers want means extra cost. You'd be wrong, according to research from the Certified Angus Beef Program. A study of 12,000 cattle fed in the C-A-B Feedlot Licensing Program in 2005 found those pens with the highest rate of brand acceptance were also the cheapest to produce.

C-A-B's Gary Fike says the study overturns several assumptions.

Actuality, Fike (:19): "The misconception is there—that the cattle that will really grade well—a lot of times will be slower growing, more days on feed, probably a higher cost of gain. The thing that we found was, there really wasn't any difference in performance parameters or feed efficiency."

(LINK: http://www.cabpartners.com/news/radio/fike_traits_qtif2_10_1.mp3)

Q: "...feed efficiency."

Q: So they didn't cost more, and that would surprise a lot of people . . .

Actuality, Fike (:15): "And probably most surprising was that the highest CAB acceptance rate cattle had the lowest cost of gain. Conventional wisdom would say that those cattle would gain slower and would not perform as well or as efficiently in the feedlot, when in fact they do."

(LINK: http://www.cabpartners.com/news/radio/fike_traits_qtif2_10_2.mp3)

Q: "...in fact they do."

Q: Gary, it seems like you're saying that producers can improve quality and cattle profits if they focus on genetics that work all the way from the ranch to the packing plant.

Actuality, Fike (:09): "That's right. Certainly there's cattle within every breed or crossbreds within sire groups that don't perform as well, so you do have to pay attention to genetics, without a doubt."

(LINK: http://www.cabpartners.com/news/radio/fike_traits_qtif2_10_3.mp3)

Q: "...without a doubt."

Q: But if producers do pay attention to those details, can they expect both performance and quality grade?

Actuliaty, Fike (:08): “The really good cattle can grade and perform. They will usually cost more but really good cattle will pay you, too I think that’s the take home point.”

(LINK: http://www.cabpartners.com/news/radio/fike_traits_qtif2_10_4.mp3)

Q: “...the take-home point.”

Thanks Gary—we’ve been talking with Gary Fike, Beef Cattle Specialist with Certified Angus Beef.

END
