



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)

Vol. 3, No. 12

December 10, 2008

A packer's perspective

30-second story

JBS Swift is determined to compete in the global beef market.

Vice president Chandler Keys shared the Batista (Ba-TEE-stah) family philosophy with cattlemen at recent Feeding Quality Forums held in Nebraska and Texas.

Actuality, Keys: 15: "They believe their business is a margin business. They believe that their money will come from running packing plants efficiently and effectively; putting capitalization in those packing plants where needed and then running them harder and better than the competitors."

(LINK: http://www.cabpartners.com/news/radio/keys_fqf_qt3_12_1.mp3)

Q: ...than the competitors."

Keys says keeping the Swift plants viable is a win for the industry.

60-second story

JBS Swift is determined to compete in the global beef market.

Vice president Chandler Keys shared the Batista (Ba-TEE-stah) family philosophy with cattlemen at recent Feeding Quality Forums held in Nebraska and Texas.

Actuality, Keys: 15: "They believe their business is a margin business. They believe that their money will come from running packing plants efficiently and effectively; putting capitalization in those packing plants where needed and then running them harder and better than the competitors."

(LINK: http://www.cabpartners.com/news/radio/keys_fqf_qt3_12_1.mp3)

Q: ...than the competitors."

Keys says keeping the Swift plants viable is a win for the industry. He also assured producers that president and C-E-O Wesley Batista's cost-cutting strategies do not reduce competition.

Actuality, Keys: 11: "Not one times does price of cattle come into discussions with this guy. He puts spreadsheets up there and he's just grilling the plant managers and operation managers at the headquarters."

(LINK: http://www.cabpartners.com/news/radio/keys_fqf_qt3_12_2.mp3)

Q: ...at the headquarters."

Keys credits their success to the family's long history in the Brazilian packing business, along with keen awareness of international trade.

331-word story

JBS Swift is determined to compete in the global beef market.

Vice president Chandler Keys shared the Batista (Ba-TEE-stah) family philosophy with cattlemen at recent Feeding Quality Forums held in Nebraska and Texas.

Actuality, Keys: 15: “They believe their business is a margin business. They believe that their money will come from running packing plants efficiently and effectively; putting capitalization in those packing plants where needed and then running them harder and better than the competitors.”

(LINK: http://www.cabpartners.com/news/radio/keys_fqf_qt3_12_1.mp3)

Q: ...than the competitors.”

Keys says keeping the Swift plants viable is a win for the industry. He also assured producers that president and C-E-O Wesley Batista’s cost-cutting strategies do not reduce competition.

Actuality, Keys: 11: “Not one times does price of cattle come into discussions with this guy. He puts spreadsheets up there and he’s just grilling the plant managers and operation managers at the headquarters.”

(LINK: http://www.cabpartners.com/news/radio/keys_fqf_qt3_12_2.mp3)

Q: ...at the headquarters.”

Keys credits their success to the family’s long history in the Brazilian packing business, which dates back to the 1950s.

Actuality, Keys :14: “This is a beef family, meat family, and they know it. I’ve been on the floors of packing plants with Wesley and he’ll basically grab the knife from a worker and push them aside and get people around and show the workers how to cut the meat.”

(LINK: http://www.cabpartners.com/news/radio/keys_fqf_qt3_12_3.mp3)

Q: ...cut the meat.”

Keys says they also have a keen awareness of international markets, working in places like Italy, Russia, Australia and Africa.

This just creates opportunity for the U.S. feeding industry, he says.

Keys, actuality: 13: “No one in the world can compete with us on fed cattle. First of all, you can feed cattle in Brazil until your heart’s content. They’re straight zebu animals. You can feed them all the corn in the world and they’ll never marble.”

(LINK: http://www.cabpartners.com/news/radio/keys_fqf_qt3_12_4.mp3)

Q:...they’ll never marble.”

Other countries have other challenges, Key says. As Argentines produce more beef, they consume it domestically and Australia doesn’t have enough water resources or grain to grow its industry.

The Feeding Quality Forums were sponsored by Pfizer Animal Health Inc., Certified Angus Beef LLC, *Feedlot* magazine and Land O’ Lakes Purina Feeds.

END