



QUALITY TIME™

News and Features for Farm Broadcasters from Certified Angus Beef LLC
Contact: Steve Suther, CAB Director of Industry Information (ssuther@certifiedangusbeef.com)

July 7, 2006

The world demands top quality beef, a U.S. specialty

As cattle producers watch the world beef market slowly reopen its doors, they might consider what drives this nearly limitless source of demand. Competing successfully in the global beef trade means playing to a key U.S. strength—high quality, grain-fed beef.

Producing more of this high-quality beef in the U.S. will give marketers the confidence to sell it around the world. Mark Spengler, international director for the *Certified Angus Beef* brand, says foreign traders will pay more for highly marbled beef, but the U.S. must compete with grain-fed beef from other countries.

However, Spengler says, offering U.S. beef with consistently high quality will help the U.S. maintain an edge with foreign trading partners.

Actuality, Spengler (:12): “The higher quality beef, the more consistent the quality we can offer from the U.S. under a brand like Certified Angus Beef, the better relationship we’re going to be having with the consumer and the more demand we’re going to be able to create for U.S. product, total.”

(LINK: http://www.cabpartners.com/news/radio/spengler_qt3.mp3)

Q: ...U.S. product, total.

Spengler says the U.S. production system is uniquely able to supply beef of consistent quality at a reasonable cost. That’s something the world values, but other countries are not able to deliver.

-0-