



QUALITY TIME™

News and Features for Farm Broadcasters from Certified Angus Beef LLC
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Value added to beef cuts adds value to cattle

In recent years, beef producers have been able to reap greater value from their cattle— thanks to the addition of value-added products to the beef market.

Certified Angus Beef’s John Stika says the marketing of high-quality beef has moved beyond steak items and into the realm of deli meats, heat-and-serve items, and ground beef. That’s because a brand with consistent high quality adds confidence for everyone from processor to consumer. Stika says demand for products in these categories is increasing.

Actuality, Stika (:11): “Deli meats or some of the heat-and-serve items that Certified Angus Beef and our processors have become known for continues to be a growing area for us and currently makes up about four (4) percent of our total sales.”

(LINK: http://www.cabpartners.com/news/radio/stika_value_added_qt5.mp3)

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Marketing value-added products and high-quality ground beef will help drive value to all parties involved in beef production, Stika says. He reminds us that the consumer’s dollar is the only true source of funding in the cattle business.

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