



Quality TimeTM

Quality news and features for farm broadcasters from Certified Angus Beef LLC
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30 Years Young

30-second story

The world's most successful branded beef program celebrated its 30th anniversary this month. Certified Angus Beef LLC (C-A-B) began in 1978 and now markets more than half a billion pounds of product each year.

Ohio State's Bobby VanStavern was the lead author of the carcass specifications. He says the foodservice and retail sectors needed a consistent product and science pointed the way.

Actuality, VanStavern:12: "All of our meat research here at Ohio State and at other meat laboratories, showed pretty clearly the influence on palatability of marbling."

(LINK: http://www.cabpartners.com/news/radio/vanstavern_30th_qt3_10_1.mp3)

Q:...palatability of marbling."

The emeritus meat scientist says C-A-B's growth is related to the commitment from producer to consumer.

60-second version

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Two years prior to its inception the U-S-D-A lowered quality grade standards. That set the stage for a program to provide consumers with a consistent eating experience.

Ohio State's Bobby VanStavern was the lead author of the carcass specifications.

Actuality, VanStavern:25: "The industry reacted to it immediately because they were hurting. The variability in the Choice grade just made it impossible for foodservice units who prided themselves on having quality beef, it made it impossible for them to assure their customers that they were getting the best available."

(LINK: http://www.cabpartners.com/news/radio/vanstavern_30th_qt3_10_2.mp3)

Q:...the best available."

The emeritus meat scientist notes that the program has always been based on data.

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248-word version

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Q:...palatability of marbling."

VanStavern says C-A-B's growth is related to the commitment of those all along the chain, from producer to consumer.

Actuality, VanStavern:26: "This is the very first program where it's been branded from beginning to end and every segment of the industry is onboard, nobody operating outside the system. They're not operating independently--they're part of the program. It's the first program of that kind that's ever come down the pike. I think that's quite significant."

(LINK: http://www.cabpartners.com/news/radio/vanstavern_30th_qt3_10_3.mp3)

Q:...that's quite significant."

The brand celebrated its 30th anniversary at the CAB Annual Conference in Coeur d'Alene, Idaho, last week.

END