



Your Link to



by **STEVE SUTHER**, director of industry information, Certified Angus Beef LLC

Seeing and acting

If Angus genetics are a major part of your beef production program, you could be a major part of Certified Angus Beef LLC (CAB). Everyone who sees the dollar advantages and acts to bring them home is a foundation for the *Certified Angus Beef*® (CAB®) brand.

Just what do these cornerstones of the brand see?

They see their brand of beef selling at a premium at more than 10,000 retail and restaurant licensees around the world. They see some pretenders using the Angus name, but they know which brand drives the market.

They see the value in producing cattle that are at least USDA Choice quality, regularly selling for \$6-\$8 per hundredweight (cwt.) of carcass above USDA Select in the value-based market. They see historical premiums for CAB cattle reaching \$4-\$5 per cwt. above USDA Choice. They see USDA Prime cattle commanding \$10 per cwt. or more above Choice.

And they see slowly growing premiums for leaner cattle, with Yield Grade (YG) 2s being the practical target. Using the world's largest genetic database at the American Angus Association, they see that they can make progress toward both greater marbling and less external fat at the same time.

They see reports of commercial Angus producers achieving greater than 90% Choice, 50% CAB and 10% Prime with more than half YG 2 or leaner.

They might hear that it is impossible to satisfy carcass concerns while maintaining on-the-ranch performance. But many who try to make it all work together like what they see. They show others, and seeing is believing.

Added value

They see black cattle selling for more at the local auction. They used to wonder why until they tried buying several sets of unknown, multi-colored cattle to feed. They realized that, when the only thing they know is that the cattle have a black hide, it's a big gamble — but not as big as when the hide is not black. However, they also saw there was no way to make progress toward any quality goals based on hide color alone, because there are no premium black-hide programs.

They see a market structure now that is increasingly based on individual cattle value. They see calf buyers demanding more and more information and asking questions before they bid, and they see their answers to those questions having a greater influence on the price.

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They see a network of more than 75 licensed CAB feedlots spanning the United States, managed by professionals who know how to get the most out of top-quality Angus genetics, and who want to build relationships with commercial Angus producers. They see many of these feedlot managers offering to partner on as few as

50 head or as many as 5,000 head, or even helping get individual information back without retained ownership.

They see seedstock Angus producers knitting networks with these CAB feedlots to help their commercial customers act on all the good things they see. They see opportunities to build relationships within these networks, helping to evaluate promising new Angus bulls through

progeny testing, partnering on bulls and cooperative heifer development.

They see that action is as simple as clicking a mouse, dialing a phone or driving into a yard.

Creating dollars

What specific actions do they take to bring those dollar advantages home? They organize their herds and

recordkeeping systems. They seek information and informed opinions to help them plan, and then they use the information to carry out the plan.

They monitor results at all times, and they make course corrections when necessary, being careful not to overreact at any time. They include carcass value in overall cow indexing, and cull from the bottom of the herd each year. They look for cow families that do it all, and draw replacements with proven ability on local resources.

They assess their assets and how they are being used, taking action to correct any abuses and pursuing opportunities for underutilized resources, including management and marketing skills. They constantly look for the weakest link in every phase of their production and management and shore up problems.

They look for new ways to tie into the growing network of Angus producers who are working toward the common goal of producing and getting paid for the best, the CAB brand. They make it a point to ask their Angus bull suppliers to meet with them about opportunities to their mutual advantages. They ask about other commercial customers who may be interested in cooperation.

They contact several CAB feedlots (see the list at www.cabfeedlots.com) to discuss the possibilities in store. They ask about health programs, weaning and preconditioning, and coordination, and work together to develop a plan of action that starts today. They reap the growing reward for focused beef production.



CERTIFIED ANGUS BEEF LLC

206 Riffel Rd. • Wooster, OH 44691-8588
phone: (330) 345-2333 • fax: (330) 345-0808
www.certifiedangusbeef.com

Jim Riemann, *President*
Brent Eichar, *Senior Vice President*
Tracey Erickson, *Vice President*
Pam Cottrell, *Assistant Vice President*
Mark McCully, *Assistant Vice President*
Louis "Mick" Colvin, *Advisor*

SUPPLY DEVELOPMENT TEAM

CAB Program Satellite Office
1107 Hylton Heights Rd., Manhattan, KS
66502; phone: (785) 539-0123; fax:
(785) 539-2893

Larry Corah, *Vice President*
John Stika, *Director, Feeder-Packer
Relations and Packing Divisions*
(Wooster office)
Turk Stovall, *Assistant Director, Feeder-
Packer Relations*
Paul Dykstra, *Feedlot Specialist, Feeder-
Packer Relations*
Glenda Larkins, *Office Manager,
Administrative Assistant*
Steve Suther, *Director, Industry
Information*, 16360 Victory Rd., Onaga,
KS 66521; phone: (785) 889-4162; fax:
(785) 889-4163
Rod Schoenbine, *DNA Research and Testing
Project Manager* (Wooster office)
Margaret Cook, *Marketing Manager*
(Wooster office)

SHIPPING DEPARTMENT

To order CAB merchandise, call 1-800-
725-0070 or fax (330) 345-0803

CERTIFIED ANGUS BEEF Flavor Finder

A source for recipe ideas, storage and handling tips, restaurant listings, retail store locations and cooking information.

1-877-2-EAT-CAB