

Time to Brand the Barn

Apply to be one of 40 producers to have the CAB logo painted on your barn.

by **NICOLE LANE ERCEG**, *Certified Angus Beef LLC*

Enthusiastic Angus ranchers have long sought permission to use the *Certified Angus Beef*® (CAB®) brand logo. For a company that owns only a brand — no

cattle, no product — that registered trademark is a pretty important asset. Its use is restricted to licensed partners that sell the product.



Since 1978, ranchers have proudly focused their

high-quality Angus genetics to supply the CAB brand with greater and greater success. For 40 years, the logo, product and breed have been making a mark on the beef industry. A big mark.

To celebrate, the brand is doing something big — as big as a barn, in fact.

To commemorate 40 years, the world's largest and most successful brand of beef will paint that logo, the most valuable thing it owns, on 40 barns across the United States.

Yours could be one of them.

The brand is accepting nominations for barns that will be painted by Ohio artist Scott Hagan. Known as the "Barn Artist," Hagan specializes in creating larger-than-life designs on barns across the country. Each of his murals is created by hand, and he has worked on more than 400 barns in his 20 years of painting.

"For the 40th anniversary, we wanted to do something that reflects our history, as well as the legacy of quality we strive for," says Tracey Erickson, vice president of marketing for CAB. "Without our ranching heritage, the *Certified Angus Beef* brand wouldn't exist, so what better way to promote it than to pay homage to them in our celebrations? That's how the idea for painting these barns was born."

How to apply

Nominations for barns to be included in the 40th anniversary painting campaign are available online. The application requires a minimum of three photos of the proposed barn and surrounding area. Preference will be given to wood-sided barns, and they will be selected based on location, scenic beauty and high-traffic areas.

"We're excited to celebrate the 40th anniversary of working with our ranching partners," says Erickson. "Use of our logo is typically limited to our product, but for this campaign, we are proud to be able to display a brand created by Angus producers on their farms across the country."

The first barn painting is set to begin in early 2018, with a sequence of paintings throughout the year. Hagan will wrap up his final logo mural in Ohio, home state for the brand.

From barn quilts to paint colors, barn décor makes a statement. There's a reason the red barn is such an iconic symbol of rural America. In 2018, CAB will leave its own mark (40 of them, to be exact) to share the story of an iconic brand built by Angus breeders.

To submit an application for your barn or to nominate a barn in your area, visit www.certifiedangusbeef.com.

Editor's Note: Nicole Lane Erceg is a producer communications specialist for Certified Angus Beef LLC.



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12:30 p.m.

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#18820532

GVC Legacy 301D
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GVC Payweight 049E
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CED 6 / YW 132 / \$B 158.67



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GVC Payweight 052E
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#18816817

GVC Discovery 003E
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