



Your Link to

by **ROD SCHOENBINE**



Finding answers

You've probably seen black cattle sell for more at your local auction barn. Maybe that's why you decided to use Angus genetics, or maybe the maternal efficiency and end product virtues caught your attention. For many possible reasons you are now building your herd with Angus genetics.

You manage those genetics so cattle reach their potential in performance and beef value, with profit being the ultimate goal. But do you really know which bulls and cows help you achieve the goal?

Today's market structure is increasingly based on individual animal value and information. Cattle buyers, of both feeder and fat cattle, demand more and more information and ask questions before they bid. They realize that an animal may not be profitable for them just because it has a black hide. More than ever, the answers you provide have a greater influence on the price they pay for your cattle. Do you have the answers to buyers' questions?

If you answered, "No," to either of these questions, Certified Angus Beef LLC (CAB) can help.

The Supply Development Division's

Feedlot-Licensing Program (FLP) aids commercial and purebred Angus producers in gathering information to answer those questions. That helps producers improve their aim in hitting the premium *Certified Angus Beef*[®] (CAB[®]) brand target and realize profitability with Angus genetics.

The CAB Supply Development Division has a long history of helping producers gather carcass data and turn it into useful information. Once just a conduit for sire evaluation program cattle, the division expanded in 1999 by introducing the FLP. That opened the door for producers to network with feedlots committed to producing quality, Angus-type cattle.

An evolving program

Through its network of more than 80 licensed feedlot partners — from New York to Washington — the FLP has evolved into one of the industry's most reliable sources for data retrieval and

analysis on Angus-influenced genetics. With information on more than 400,000 animals in the FLP database, and more than 90% data-capture efficiency, producers can expect excellence.

The evolution continues with enhanced reporting services: data interpretation, individual animal

economic analysis, benchmarking capabilities and a state-of-the-art data delivery system.

Several feedlots that have experienced the CAB level of service through structured sire evaluation have now

become licensed partners. These quality-minded feedlot operators realize the information they need to provide to their customers can only come from being a CAB-licensed feedlot. Sire evaluation and data retrieval continue through FLP, but the enhanced potential to combine economics with carcass data brings a new dimension to the effort and new opportunities for Angus producers seeking answers.

**Knowing more about your
cattle is a good thing —
the NACC can deliver.**

Carcass challenge

One of the most exciting opportunities is the 2004 National Angus Carcass Challenge (NACC), which is sponsored by CAB, *Drovers* magazine and the American Angus Association Beef Record Service (BRS). It's designed to find the highest-value group of Angus-sired cattle through our network of licensed feedlot partners. More importantly, it provides opportunity for discovery and recognition in a competitive format.

The contest is open to any producer or group who can assemble a set of 40 steers or heifers to be fed at a CAB-licensed feedlot. Regardless of genetics in the cow herd, calves sired by a registered Angus bull are eligible.

NACC participants will receive individual carcass data to discover the true value of every carcass. Armed with this information, a producer can identify genetics within a herd, manage them to realize their full potential and act on individual data to improve culling and selection focus.

The NACC will rank carcass values of these pens, and winners will be determined by placing harvest data on a fixed-value contest grid. The grand champion, as well as each steer and heifer division winner, will be announced in January at the National Western Stock Show (NWSS) in Denver, Colo. Prize packages will be awarded to the top 10 entries of steers and heifers, as well as the overall winner.

NACC offers special industry

recognition through national media such as *Drovers*, as well as the *Angus Journal*, the *Angus Beef Bulletin* and all other Angus media, which can be a huge factor in the long-term value of your cattle.

Recordkeeping bonus

Involvement in NACC also offers opportunity to take advantage of one of the beef industry's most complete and cost-effective records program. The American Angus Association is offering a broad enticement for every producer who enters NACC cattle: Submit herd records to BRS and have full access to its service for half price, or \$1 per calf weaning weight, up to 250 head.

The combination of NACC and BRS provides exciting opportunities:

- Develop working relationships with Angus-focused feedlots.
- Discover feeding and carcass information on individual cattle.
- Store information in a way that helps in making critical management decisions.
- Qualify for discounted individual carcass data on high-percentage Angus cattle that enter the 2004 NACC (if genetic and management information requirements are met).
- Seedstock producers should not overlook the chance to offer a new service to commercial customers. Outside the contest, NACC provides opportunities limited only by the imagination.
- Help customers build relationships with CAB-licensed feedlots.
- Collect and manage information

on how purebred bull genetics work on commercial cows.

- Gain national recognition from seedstock suppliers and customers, adding value to future production.

Licensed feedlots appreciate the value of known Angus genetics. Past sire evaluation data show a 30% CAB-acceptance rate for known, registered Angus-sired cattle, and the first few years

of FLP data show about a 22% advantage in CAB-acceptance rate for known Angus vs. all black-hided cattle.

Don't let questions cloud your profitability. Find the answers in the 2004 NACC and take advantage of the opportunity to work with a CAB-licensed feeding partner. Let your breeding program realize its potential in carcass performance and profitability. Visit

www.cabfeedlots.com or call (330) 345-2333 to learn more.



Editor's Note: Rod Schoenbine is coordinator of producer programs and data services for the CAB Supply Development Division.

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