

Facts about the Certified Angus Beef Program

It all began in the mid-70s when a group of Angus producers decided to increase demand for Angus cattle by providing consumers consistent, high-quality beef with superior taste.

Today *Certified Angus Beef*™ product

is available throughout the United States and in more than 44 international destinations. Licensee sales reached a total of 330 million pounds (lb.) in fiscal 1997 — an average annual growth rate of 42% during the past 10 years.

At this growth rate, the Program's expanding focus on supply development helps ensure product availability far into the next century (see "Supply development efforts expanded," page 26). Your opportunity as a commercial

cattle producer lies with the services developed by the CAB Program and the American Angus Association to help cattle producers identify and add beef quality attributes to their herds. These services include the Sire Evaluation Program and the Carcass Data Collection & Analysis Service.

The CAB Program does not own cattle or beef. Ownership lies solely in the *Certified Angus Beef* trademark and brand name, and only licensed companies may use the *Certified Angus Beef* trademark. Program staff focus on maintaining maximum trademark integrity. Headquartered in Wooster, Ohio, they also strive to gain consumer loyalty for the *Certified Angus Beef* brand.

A cohesive team

The CAB Program and its divisions focus on increasing demand for Angus cattle and maintaining maximum *Certified Angus Beef* product awareness and trademark integrity. Their combined efforts help ensure the Program's success.

Packing Division — *Certified Angus Beef* product identification and certification begins in 33 licensed packing plants, where USDA graders evaluate identified Angus-type cattle for the CAB Program's eight stringent carcass specifications. Only carcasses meeting all eight specifications earn the *Certified Angus Beef* trademark. The 33 licensed packers and 29 licensed fabricators then process acceptable carcasses into subprimals to be sold to processors, exporters, distributors, restaurant chains and grocery store chains.

Value-Added Products Division — Currently, 14 licensed processor/manufacturers begin with fresh, boxed *Certified Angus Beef* product and minimally process it into value-added products. These items enhance the naturally juicy, classic beef flavor of *Certified Angus Beef* product to offer consumers great taste with added convenience. The product line includes gourmet beef patties, frankfurters, sausages, deli meats, barbecue beef and heat-and-serve entrees. These items provide an exciting avenue for future Program growth.

Retail Division — Retail staff assist licensed retail stores with *Certified Angus Beef* product promotions and meat-department personnel training. At the retail level *Certified Angus Beef* product is offered to consumers by more than 2,900 licensed U.S. grocery stores. Many of these stores' deli and meat departments also offer value-added products.

Food Service Division — More than 82 licensed foodservice distribu-

tors custom-cut subprimals into steaks and roasts for use by more than 2,300 U.S. restaurants, hotels and resorts licensed to promote *Certified Angus Beef* product. Value-added products are also available at the foodservice level. As for promotions, foodservice staff work with licensed distributors and restaurants to promote the *Certified Angus Beef* brand.

International Division — The international division encompasses both foodservice and retail on an international level. The *Certified Angus Beef* brand is available in more than 44 international destinations, including Japan, Canada, Mexico, Guam and the Bahamas. Through licensed distributor, restaurant and retailer promotions, staff strive to increase brand recognition around the globe.

Marketing Services Division — The marketing services division provides marketing direction to each

CAB Program division by developing and coordinating point-of-purchase, educational and promotional resources and activities for licensees.

Public Relations Division — Public relations staff strive to increase industry and consumer awareness through news releases, media relations, publications, the Internet and consumer-oriented promotions.

Trademark Compliance Division

— This division records all *Certified Angus Beef* product sales and purchases, corrects trademark violations and maintains licensee compliance.

Information Systems Division —

The information systems division provides CAB Program employees with computer hardware, software and support to enhance their productivity and

decision making.

Additionally, the packer/feeder programs, producer information and progeny tests for carcass merit divisions of supply development focus on working with producers to increase the number of Angus-type cattle meeting *Certified Angus Beef* specifications.



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