



Your Link to



by **AL KOBER**, retail director, *Certified Angus Beef LLC*

Defining success

Success: The achievement of something desired, planned or attempted, that accomplishes its intended purpose.

Most companies have a mission statement that defines their purpose, and it usually goes back to the foundation. Many companies have forgotten their purpose because the vision of their founding fathers has long been forgotten. With no gauge, they struggle to achieve any measure of success.

Let's consider and gauge the success of Certified Angus Beef LLC (CAB) with its mission statement: Increase demand for registered Angus cattle through a specification-based, branded beef program to identify consistent, high-quality beef with superior taste.

When you break it down, the first six words show what CAB is all about. Its reason for being is not internal. Nothing stated or implied is for the benefit of CAB.

Here is our key to success: For CAB to accomplish its mission, others have to succeed. It's not about CAB.

In his book *Good to Great*, Jim Collins analyzes companies and leaders. He observes that great leaders combine personal humility with a dedication to make their company successful. When all employees buy into that ideal of selfless leadership, it can make a service company great. It is all about putting the needs of others first, bucking the selfishness of "What's in it for me?"

The reason *Certified Angus Beef*® (CAB®) is the No. 1 brand of beef in the world can be traced to its mission. We own nothing but a logo. We own no cattle, packing facilities, feedlots, ranches, retail stores nor restaurants. We are a marketing company dedicated to the success of Angus producers and every other segment of the beef production chain.

To help others succeed, we must do a little homework. When we enter into a relationship with a prospective account, a top priority is to discover their definition of success. We read their mission statement and ask questions. To get answers, we sometimes simply ask, "How do you spell success?"

When we have a clear understanding of their mission, we evaluate our position to see if that is where we want to go and if we have the tools to help them get there. It's not about us using them to get where we want to go; it's about them using us to get where they want to go.



Tools for success

First, our licensees have the "high-quality beef with superior taste." CAB is a "specification-based branded beef program," as required in our mission statement.

Second, we "increase the demand for registered Angus cattle" by meeting the needs of our customers, retailers and restaurant operators, and meeting the needs of the consumer.

One of the first slides in almost every CAB staff presentation asks this question: Why do consumers buy beef? The answer is, of course, because of the taste. Beef has its own unique taste. There is no Shake 'N Bake® for beef — who would want to cover up that taste?

We want the response to the first bite, and every bite after that, to be, "Wow, this is good!" To deliver that every time, we need to have a product that is not just that good some of the time, but one that will produce that same reaction to every bite, every time, from the first bite to the last.

CAB does that because the program is backed by science to only select cattle that will produce that consistently great eating experience.

Does all the work to produce cattle that qualify for CAB really make a difference to retail company leaders? They might not understand what makes the CAB brand so good, but they will understand how it will help them succeed, by their own definition.

Let's look at the retail business from the perspective of a chief executive officer (CEO) responsible for the success of the entire company: sales, profit, customer satisfaction, and

knowledgeable, happy employees, among other things. He or she must oversee 100% of the business.

The meat department represents about 10%-15% of total sales. Beef may be 30%-40% of meat sales. If the retailer has a two-tier program with CAB and other beef of lower quality, CAB's contribution to total storewide sales could be as low as 1%-3%. Most retailers produce more dollar sales in Coke® and Tide® than they will with CAB.

Big sales impact

So, how can we increase the value of CAB to a CEO? We have to show them how CAB brings success. Two new "Shopping Cart" studies support our claims about the power of the brand to increase total store sales and profits while building a quality image.

1. The CAB customer shops more frequently than other beef customers.
2. The CAB customer spends 20% more on every shopping trip and more per week than other beef customers.
3. The CAB category produces up to 10% higher gross profits than other beef.
4. The CAB customer buys other premium products from other departments, lifting sales and profits storewide.

This kind of information solidifies our value to the retailer from the top down. It proves that a small portion of their total sales can make a big difference in the overall success of their company. It also brings greater value to the meat department in the form of additional ad

features and sales area.

Our successes with retailers are all based on the CAB brand delivering a consistent, high-quality, "total taste" eating experience — every time.

CAB increases the demand for registered Angus cattle. When retailers and foodservice operators commit to the brand, they become more successful. CAB is a premium product and requires a premium price. That premium is passed along to support the extra effort by every other part of the production chain, enabling their success.

There is nothing more gratifying than to use your resources, knowledge, time and talent to help others succeed. That's our definition of success. When we do that, we have accomplished our mission.



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To order CAB merchandise, visit www.angussalebarn.com.

For a source for recipe ideas, storage and handling tips, restaurant listings, retail store locations, and cooking information, visit www.certifiedangusbeef.com