

New CAB Website Designed for Producers

Certified Angus Beef LLC (CAB) recently overhauled its website dedicated to cattlemen targeting the CAB brand. Visitors will notice new pictures and a more attractive layout at *CABpartners.com*, but the real benefit of the recent redesign

is improved navigation.

“It’s much easier to get around,” says Laura Nelson, industry information specialist for the company. “We tracked usage for years — then worked for months to make it better, a place where you can

learn more about how to raise higher-quality beef and reap the financial rewards for doing so,” she says.

The previous site was organized by industry segments, but the new, topical approach leads visitors through selections



that include management, health, genetics, nutrition and marketing. If you’re looking to find a CAB-licensed feedlot or want to know how to get top dollar for your Angus-influenced calves at auction, for example, click “Marketing.” If you want to learn more about the expected progeny differences (EPDs) that make the most difference in CAB acceptance, click “Genetics.”

“There is plenty of new information, but all of the tools from our old site are still there,” Nelson explains. The Calf Price and Fed Cattle Breakeven calculators are accessible in the marketing section, along with seedstock marketing tools and tips on how to build a résumé for your calves.

“We can feature our latest news more prominently now,” she adds. “There’s even a video library filled with informational clips from ranchers, feeders, researchers and allied industry folks.”

Other new items include a social media bar at the bottom of the page that points users to the Black Ink blog, Twitter feed and Facebook page. Rotating features along the left-hand side of the home page point to “spots of interest” on the website, Nelson notes.

“Our team interacts with producers every day, and we took a lot of advice on how to make this a one-stop resource for everyone trying to hit the CAB target,” she says. “It’s streamlined, user-friendly and less static.”

She encourages producers to visit often, as information is typically updated daily.

What if you can’t find what you’re looking for?

“It might take a while for frequent visitors to the old site to get used to our new navigation,” Nelson says. “But our team members’ individual contact information is listed under the ‘About Us’ tab, and we’re happy to direct you to a link.”

Although the entire site is rearranged and the look is different, the address is the same as it’s always been: www.CABpartners.com.