

Beef Logic

by R.A. (Bob) Long



Help protect the *Certified Angus Beef*[™] trademarks

The Certified Angus Beef (CAB) Program is one of the most successful marketing programs in history. In a relatively short time, the CAB Program has grown from inception to a current level of one million pounds of product per working day. This unparalleled accomplishment is largely due to three reasons:

1. A truly superior product;
2. Absolute enforcement of qualification standards; and
3. An effective promotional campaign.

Has the Program been of value to Angus breeders? You bet! The CAB Program has a well-deserved reputation for excellent eating quality. Thus, commercial breeders buy Angus bulls, feedyard managers and packer buyers look for “black hides” and breeders of the exotics introduce the black gene and tout individuals that are homozygous black — all hoping to realize the Angus advantage in the marketplace. **Every Angus breeder should help promote, protect and maintain this reputation for carcass excellence, and one of the ways to do this is to support the CAB Program.**

Since the Program owns no cattle or beef product, its whole being revolves around protecting the trademarks — the “*Certified Angus Beef*” phrase and the shield logo.

These trademarks can be legally used only by licensed packers, distributors, retailers and restaurants. However, the excellent reputation of Angus beef, in general, and *Certified Angus Beef* product, in particular, has resulted in violations — most often by restaurants.

For example, when dining out, restaurants may have menus with entrees labeled “Black Angus Beef” or “Certified Black Angus Beef.” Similarly, menus often display a drawing of a black steer or an unregistered logo designed to imply that *Certified Angus Beef* product is being served.

Perhaps the most flagrant misuse was by the Black Angus Restaurant, an account that no longer served *Certified Angus Beef* product, but continued to use the trademark. The Program successfully resolved the violation with legal action last March.

Imitation is the sincerest flattery. However, the danger of a consumer associating a “bad steak” with the Angus breed or *Certified Angus Beef* product dictates constant attention by CAB Program staff to prevent violation of trademark rights. **Angus breeders should never ignore any reference to Angus beef.**

1. When the official logos are noticed on a menu, indicating a licensed establishment — ask for the management and commend the person for making a wise business decision.
2. When unofficial references to Angus, Black Angus or Certified Black Angus beef are encountered — ask for the management and point out the advantages of participating in the prestigious CAB Program. Finally, acquire a copy of the “guilty” menu and forward it to the CAB Program Executive Office with your name and phone number.

3. When beef is mentioned in any situation — describe the CAB Program and its assurance of consistent quality, superior taste and nutritional adequacy. Point out that trimmed *Certified Angus Beef* product contains only a low 7-8% fat and fits nicely into the diet recommended by the American Heart Association. Further, *Certified Angus Beef* products are loaded with essential amino acids, vitamins and minerals.

The official *Certified Angus Beef* logos and promotional material are not only before the consumer on more than 1,900 restaurant menus, but are also displayed by numerous licensed packers and distributors on delivery trucks and billboards and by retailers at the meat counter and in newspaper ads — all positive promotions for the Angus breed.

Conclusion — *Certified Angus Beef* product is superior and well-promoted. This internationally held image of superiority is of immense value to Angus breeders. However, breeders should be concerned that a high percentage of carcasses from Angus steers do not qualify for *Certified Angus Beef* product. Carcass characteristics of both quality and cutability are highly heritable, and failure to include these traits in selection programs can result in the Angus breed failing to retain its valuable reputation for carcass excellence.

We Welcome Your Input!

Our Beef Improvement section has been expanded to include more information for today's performance-minded breeder. Both “Beef Logic” by Bob Long and the “What's Your Beef?” columns serve as a forum for Angus breeders and industry experts to express their opinions on current issues and topics of breed improvement and performance programs.

Send, fax or E-mail your comments to:

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