



## At Your- Service

*Certified Angus Beef Program's Supply Development division is ready and willing to help Angus breeders.*

Customer service is a primary focus of today's most successful businesses. Why? Because these businesses realize that, regardless of what marketing strategies are employed, customer satisfaction is the key to repeat business and long term success.

There are many different "definitions" of customer service, including:

- anticipating customer needs
- exceeding customer's expectations
- an organized, integrated effort
- quick response
- continually improving quality and adding value to products
- getting to the cause rather than the symptoms of customer problems
- concern after the sale.

**The Certified Angus** Beef Program was established to not only increase the demand for registered Angus seedstock but also satisfy consumer's hunger for a consistent, flavorful and tender beef product. Customer service is, without question, a vital component of the CAB Program.

The origin of the Program's customer service is you, the Angus breeder. Although licensed packers, fabricators, distributors, retailers and restaurateurs are responsible for adding value to the product, cattle producers are ultimately responsible for the raw product. Are you confident the beef you are producing leads to customer satisfaction?

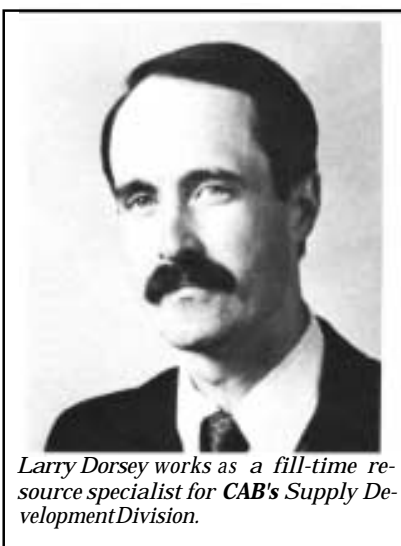
The CAB Program's Supply Development division offers many opportunities for you to evaluate your cattle's performance as well as the end product. Most importantly, the Program staffs two resource people, Larry Dorsey and Kelly Elkins, who can provide information, contacts and organized activities to help you obtain valuable feedback that will improve your customer service.

Specific activities offered by the American Angus Association and the CAB Program include:

### SIRE EVALUATION

**Angus Sire Testing** — The CAB Program and the Breed Improvement Department of the Association coordinate testing of Angus sires for progeny carcass merit to benefit both commercial and seedstock Angus producers. For a sire to

be tested and acquire EPD values for marbling, ribeye area and carcass weight, progeny of that sire must be evaluated in a contemporary group along with progeny of a reference sire which has previously been evaluated for progeny carcass merit.



*Larry Dorsey works as a fill-time resource specialist for CAB's Supply Development Division.*

**Cooperating Herd** — A commercial producer who is able to artificially inseminate at least 150 cows or heifers annually can serve as a cooperating herd.

The cattle in a cooperating herd will be randomly mated to a test sire and a reference sire in equal numbers.

Semen on both the test and reference sires is provided to the cooperating herd at no charge by the owner of the test sire.

Ideally, a contemporary group consists of at least 20 male progeny from the test sire and 20 male progeny from the reference sire. Only steers are used for the test unless the number of steer progeny fall short. Otherwise, the cooperating herd owner may keep all heifer progeny for breeding.

**Sire Donor** — A seedstock producer who would like to have a sire evaluated for progeny carcass merit should provide the name and registration number of the potential test sire to the CAB Program. The sire donor must be willing to provide enough semen to the cooperating herd on the test sire and a reference sire to pro-

duce a satisfactory contemporary group of male progeny.

The CAB Program takes responsibility for tracking the steers through feeding and slaughter. Carcass data is collected at cost through the CAB Carcass Data Program.

### CARCASS DATA COLLECTION

Accurate information on carcass quality and cutability helps Angus producers market cattle effectively and make sound breeding and management decisions. The CAB Program's carcass data collection program allows producers of Angus-sired steers or heifers the opportunity to collect complete individual and/or group carcass information at minimal cost. To participate in this program, the following requirements must be met:

- calves must be sired by registered Angus bulls;
- producer must identify where calves are being fed;
- calves must be clearly identified with ear tags;
- if the calves have been sold to another feeder, the new owner must agree to admit data collection and notify the CAB Program when the cattle are sold for slaughter;
- if the calves are fed at a commercial feedlot under ownership of a third person the feedlot management must agree to permit information to be collected and sent to the original owner.

The CAB Program coordinates all arrangements with the packing plant to collect information, provides an individual and group report on the calves and offers definitions and explanations of each report. After the report is generated, the producer is charged \$2.50 per carcass only on those carcasses for which information was provided.

### VALUE DISCOVERY PROJECT

This annual project provides producers of Angus-sired steers the opportunity to evaluate their calves' performance compared to other calves of Angus breeding. Additionally, producers have the opportunity to experience retained ownership in a commercial feeding environment.

Producers may enter lots of five or six

## CERTIFIED ANGUS BEEF

(scoring is based on the best five) steers sired by registered Angus bulls. The steers are sorted by age and weight when they arrive at the feedlot, fed and marketed at a common end point. Consignors receive top dollar prices for their steers plus premiums for carcasses qualifying for the CAB Program.

Steers are scored on average daily gain, carcass merit and achievement of CAB carcass qualifications. Special recognition and cash awards are given to consignments which score above industry average.

### ANGUS FEEDER CATTLE DIRECTORY

To assist in marketing, the CAB Program publishes an Angus Feeder Cattle Directory to help the industry locate Angus and Angus crossbred feeder cattle.

The directory is printed once a year in August. More than 7,500 feedlot operators and cattle buyers nationwide receive the directory. Most cattle are available directly from the farm or ranch; if not, owners can inform potential buyers when and where cattle will be sold at auction. A \$10 fee is required to list cattle for one year.

Each of these activities has been designed to help you improve your customer service strategies. Simply producing cattle is no longer enough. Further information must be obtained, and aggressive actions be taken to ensure a consistent, high quality beef product.

The goal of customer service is to encourage people to do business with you. The CAB Program Supply Development division staff want to help you achieve this goal. Contact Larry Dorsey at (406) 763-4366 or Kelly Elkins at (303) 420-0936 to get your customer service efforts underway.

### CAB CATTLE & CARCASS SPECS

Just because calves are sired by registered Angus bulls does not mean they automatically qualify for the CAB Program. Cattle which meet the Program's live animal specifications must produce carcasses which also meet the Program's carcass specifications to become CAB product.

Following is a list of the specifications cattle and carcasses must meet to qualify for the CAB Program:



*Kelly Elkins, coordinator of the CAB Value Discovery Project, will assist the 59 producers who have consigned steers to the 1993 Project.*

#### *Live cattle specifications:*

- predominantly black (at least 51 percent of the hair coat is black);
- no hump or long, floppy ear (no visible Brahman breeding influence);
- typical, beef-type conformation (no sible dairy breeding influence).

#### *carcass specifications:*

- modest (average Choice) or higher marbling score;
- yield grade 3 or leaner;
- "A" maturity youngest classification);
- fine to medium marbling texture.

### Value Discovery Project Update

Kelly Elkins, CAB Value Discovery Project coordinator, reports that 509 consigned cattle, from 59 producers located in 17 states, are on feed at Decatur County Feed Yard for the 1993 project.

In December, cattle were sorted into four pens, according to body conformation and size. Average official starting weights in the four pens are:

| Pen# | Average Weight |
|------|----------------|
| 74   | 693 lb.        |
| 75   | 683 lb.        |
| 76   | 658 lb.        |
| 77   | 706 lb.        |

Weights include 4% shrink

Further project updates will be provided in upcoming issues of the *Angus Journal*. Interested Angus breeders and cattle producers are invited to visit Decatur County Feed Yard in Oberlin Kan., anytime.