

Certified Angus Beef

Feedyards begin signing on as partners

The Certified Angus Beef (CAB) Program's first licensed feedyard operators say they are excited about being partners in developing supplies for the world's leading branded beef program. Sam Hands, owner-manager of the 5,000-head Triangle H Grain & Cattle Co. feedyard near Garden City, Kan., says the Feedlot-Licensing Program should help identify and attract the right kind of genetics, then provide the economic and informational feedback to guide further improvement.

"The American Angus Association seedstock producers have the best genetics, but if we don't get the commercial producers to use those genetics, we're no

better than average," Hands says. "Feeders and packers just try to make the most out of what's presented to them. If the genetics are there, we have a lot more potential to hit the desired target of *Certified Angus Beef*[™] carcass acceptance."

Jim Gregory, owner of the 10,000-head Gregory Feedlots near Tabor, Iowa, says, "We try to do a consistent job of feeding cattle. In the long run, that's what works for us. The CAB Program seems to offer the best way to work toward getting a consistently high-quality product in front of the consumer, and that's what the beef industry needs."

Several other feedyards from the Corn Belt to the West were signing up as partners in the Feedlot-Licensing Program in January. Their names and contact information will be published in subsequent editions of the *Angus Journal* as they become available.

Along the way to improving the consistency of cattle in the feedyards and beef on the consumer's plate, Hands and Gregory have both already begun tracking genetics and health programs with regular customers. They look for the CAB Program team to enhance those efforts.

"Ultimately, we hope to get more-consistent, better-doing cattle in the feedlot," Gregory says. "I'm very positive on the prospects for this program to accomplish that."

Hands sees potential for the CAB Program's structured marketing aspects to better differentiate value at the feeder-calf level. "Granted, the black calves in general, as a result of the CAB Program, have brought more money at the marketplace. But to make sure they are more than just black, we need to see more follow-through to see that the end

Program opens satellite office

The Certified Angus Beef (CAB) Program has opened a satellite office in Manhattan, Kan., primarily to facilitate the needs of field staff within its growing supply development team. That Program branch hired five new employees — all located in Kansas — in the last year, says Larry Corah, assistant executive director, Manhattan.

"This location is central to the producers we are working with in supply development," Corah says. "It is easier to maintain close and frequent contacts, with cattle feeders in particular, from this office near to both Corn Belt and Plains feeding areas." The Feedlot-Licensing Program began working with licensed feeder partners this winter.

Ron Bolze, director of progeny testing for carcass merit, and Steve Suther, director of industry information, will continue to work out of home offices in Colby and Onaga, Kan., respectively, with telephone, fax and e-mail links to the Manhattan office.

Newly hired assistant directors within the Feeder-Packer Relations Division Bryce Schumann and John Stika (see page 131) will maintain offices in Manhattan. The CAB Program satellite office address is 1107 Hylton Heights Road, Manhattan, KS 66502. The office telephone number is (785) 539-0123.



Committing to Excellence: **Sam Hands** (above, right) of Garden City, Kan., signs to become a licensed partner in the Certified Angus Beef (CAB) Program after meeting with Larry Corah, Program assistant executive director. At right, **Jim Gregory** of Tabor, Iowa, says he joined with the first round of feedlot licensees because, "It's a positive thing to do."



product under the cellophane is what the consumer desires."

The follow-through might be through retained ownership or by simply knowing where calves go after the sale and getting information back. "We give them a place to go to accomplish that, instead of just weaning them and dumping them on the market," Hands comments.

Gregory and Hands, like other feedyard managers joining the CAB Program as licensees, are interested in building a database of actual value by origin.

"A seller always thinks he has the best black calves that ever walked — but until they finish their time in the feedyard and go through the packing plant and are identified, do we really know what we have?" Hands asks.

"The whole thing has to be cost-effective for everyone involved. It's just a matter of developing the partnerships, that continuity from genetic plasma to the cellophane-wrapped product," he says.

