

LEAD IN

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The most asked question by commercial cattle producers who stopped by the Angus booth at the National Cattlemen's Association convention in January went something like this: "How can I get my cattle into the Certified Angus Beef program?"

These people already had Angus or Angus-cross calves on their farm or ranch. The second most asked question was, "What kind of cattle qualify as Certified Angus Beef?" These people usually had crossbred cows, and wanted to know what it took to qualify their offspring for the CAB program.

The Association staff, through publicity and presentations to both registered and commercial cow-calf producers, answer this question every chance they get. But that is not enough. To get the word out we need the help of every American Angus Assn. member. Your participation won't cost you a cent—it will make you money.

There is a new brochure out, produced by the CAB division, that answers many of the questions commercial cow-calf producers have about the program. It is titled, **QUESTIONS PRODUCERS ASK MOST**, and copies are free to be passed out to your commercial bull customers, or potential customers. So I urge you to use them.

You can't explain the CAB program to your customers, or be very convincing about it, unless you understand how it works yourself. The brochure, compiled by John Stowell, Director of CAB Supply Development, also answers most of the questions you might have about the program. In addition, there is information about the CAB program in the *Angus Journal* almost every month which can keep you informed.

At some auction barns, sellers are beginning to identify Angus and black baldie cattle with the CAB program. One feedlot operator even told us at the NCA booth that he has purchased a group of "CAB steers" and wanted to know where he could sell them. We explained to him that they weren't CAB until the USDA grader said so in the packing plant but that the cattle no doubt met the visual qualifications for CAB. Then we gave him a list of the CAB packers in the U.S. where he could merchandise them. That is a story we also need to tell often. People get confused about the process and when the CAB label can be applied to an animal. Meeting the visual qualifications live is just the first step toward certification.

If you have a production sale, or are in charge of your Association's bull sale, be sure and explain the CAB program in the pre-sale talk. Let people know the program is growing at breakneck pace—42.75 million pounds in 1987, 63.6 million pounds in 1988 and an estimated 80 million pounds in 1989.

We sold enough CAB in 1988 to provide each U.S. citizen with a five-ounce serving. Your customers will readily understand how they can improve the market for their commercial cattle by using top quality, performance-tested bulls.

So let us all resolve to keep cattle producers informed about the Certified Angus Beef program. It will be a service to them, and a way to insure that your Angus business will continue to grow and prosper throughout the coming years.

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