

Protecting Your Reputation

How to use BQA as a tool for truth, get credit for your work and build trust with consumers.

by Morgan Boecker, Certified Angus Beef

Ranches are built on reputations that take continuous effort to uphold. When every interaction counts, you have to tune in to your audience and their needs.

Over time, customers' expectations evolve. They want the same promises fulfilled, and then some.

Certified Angus Beef (CAB) has a reputation fostered by the Angus ranchers who own it and sustain their families by producing high-quality beef.

"The *Certified Angus Beef*® brand built its reputation on taste," says Bruce Cobb, CAB executive vice president of production. "Now consumers are looking for added attributes — they want to know how cattle are raised, too."

Taste still leads the way, but marketing details about production let consumers who buy CAB feel good about taking it home to their families, he says. Today, their biggest concern is animal welfare.

You can't easily quantify the days and nights tending to each new calf, or livestream to prove each animal gets the correct vaccine in the right place. You can't show how it all works to protect the herd from ever having a bad day.

But accredited programs such as Beef Quality Assurance (BQA) help verify that commitment to care with consumers.

Get credit for your work

CAB is uniquely positioned to share production practices with licensed partners who sell and serve the *Certified Angus Beef*® brand. Such sharing creates many passionate brand advocates, curious and eager to understand the level of care ranchers give every day so they can share that story with their customers. Of



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course, it's not feasible to take every beef consumer to the ranch for the same experience.

"BQA provides cattlemen a framework to capture production information and share it with consumers," Cobb says. "Surveys show that when consumers learn about BQA, their trust in producers grows."

That's why the CAB "Cut the Bull" campaign asks Angus cattlemen to share proof of their BQA certification with the brand. It lets CAB cut through the noise and spotlight the truth about animal welfare at the ranch.

"Cut the Bull shows producers a simpler way to tell their story," Cobb says. "But it also tells beef buyers and sellers what producers have always done for effective cattle care."

The *Cut the Bull* campaign helps you get credit for work you're already doing through a voluntary program that doesn't affect other business strategies.

If you're certified through BQA or an equivalent program and want to help quantify the way you care for your herd, visit www.CutTheBull.info.

CUT THE BULL

GET BQA'D

Cut the Bull is about showing Angus breeders a simpler way to tell their story with BQA certification. It's a free and effective way to get credit for work you're already doing and verify your commitment to care to consumers.



Get BQA'd

Ready to get or renew your BQA certificate? Go to www.BQA.org to find a training nearby, or get certified online at your own pace in a few hours that can be broken up over days.

"BQA certificates expire every three years," Cobb says. "So it's a continuing opportunity to learn

the latest best practices backed by science and common sense."

It's a simple, free and effective way to protect your reputation in a way that resonates with every segment of the beef industry. 

SCAN FOR MORE

on the *Cut the Bull* campaign or visit www.cutthebull.info



Win money for your state association

Starting in March, Angus members may submit their BQA or equivalent certificates for a chance to win up to \$2,000 for their state or regional Angus association.

From March 1 through June 30, 2023, CAB is challenging Angus breeders to obtain their BQA certificate or renew an expired one. An association must have at least 30% of its members submit their BQA

or equivalent certificate to be eligible for the financial reward. The three associations submitting the most certifications above the threshold will receive money to use at their discretion.

To learn more or submit your certificate, visit www.CutTheBull.info/challenge.