

Certified Angus Beef



Meet Your CAB Staff

Growing with Credibility

Angus breeders use records to check the progress of their cattle and compare results from one year to another. These records are a promotional aid in merchandising cattle to potential customers as breeders are able to document cattle performance.

Records are also used to help promote the Certified Angus Beef Program and measure the effectiveness of the program. More importantly, records are also a key element in monitoring CAB product sales and trademark usage.

"Our most important consideration is to maintain the integrity of the federally registered Certified Angus Beef trademark," says Brent Eichar, director of CAB's monitoring division.

There is an ever-increasing demand for Certified Angus Beef products in both the domestic and foreign markets. CAB product sales volume during fiscal 1990 increased nearly 20 percent. In order to continue toward meeting the long-range objective of the program, that is, to effect an increase in demand for registered Angus seedstock, sales must continue to expand. Sales, however, must not come at the expense of any loss in trademark integrity.

Cattle producers, feeders and packing plants own the cattle which are identified for CAB carcass evaluation, and packers, distributors, restaurants and retailers own the beef product itself. The American Angus Association owns only the Certified Angus Beef trademark thus, the entire value of the program, particularly to breeders of registered Angus cattle, rests on the integrity of the trademark. In effect, loss of the trademark would mean loss of the entire CAB Program to the American Angus Association.

Eichar says that to guard against loss of the trademark it's important to ensure that CAB product is labeled correctly when displayed to consumers.

To accomplish this goal, the monitoring division keeps records on the sales and purchases of CAB product from packing and fabricating plants to distribution companies, restaurants and retail outlets.

"The process begins when USDA graders submit weekly reports from each of the licensed Certified Angus Beef packing plants," says Eichar.

These reports contain the numbers of predominantly black cattle identified as eligible for CAB carcass evaluation as well as the numbers of carcasses that actually meet its specifications and are eventually labeled with the Certified Angus Beef

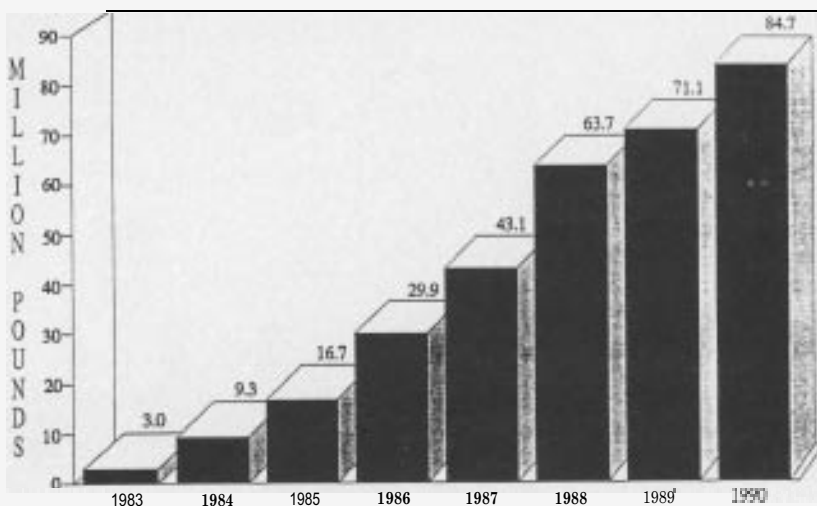
into wholesale cuts and box them, are recorded and compared to the amounts purchased by licensed CAB food service and retail distributors.

The process continues further with sales and purchase records compared be-



Brent Eichar, director, monitoring division, Certified Angus Beef Program.

Certified Angus Beef Sales Growth 1983-1990



trademark. These numbers are recorded and compared with the amount of CAB product sold by licensed packers, based on sales invoice copies sent to the CAB office, says Eichar.

The recordkeeping continues as the sales of fabricators, who break carcasses

tween distributors and licensed restaurants and retail outlets.

This may seem like an extremely complex recordkeeping program, but it's very important to the Certified Angus Beef Program.

"It's important to prevent the use of the Certified Angus Beef trademark on other products, which would reduce the consistent, quality image of the Certified Angus Beef product," says Eichar.

The main use of the information generated from these records is to protect the integrity of the trademark, however, the records are used in other ways to improve the CAB Program.

Eichar says reports from the USDA grader concerning the identified and accepted numbers for cattle and carcasses help the CAB Program determine the supply that may be available to meet demand.

The records are also used for award purposes, to recognize the licensees who sell the largest amount of CAB product each year.

"We process approximately 50,000 items of information each month," says Eichar.

Personnel enter the information on computer, verify the records and conduct comparisons to monitor the selling and buying of product by CAB licensees. The process has been fully computerized since

1986, says Eichar. Before then most information was recorded by hand.

In addition to internal use of this information by the CAB Program, reports are sent each month to licensed CAB packers, fabricators, and food service and retail distributors.

"These reports contain records of individual businesses' sales of Certified Angus Beef products for the month and allow companies to evaluate their performance," says Eichar.

He says more than 6,000 pages of computer-generated reports are mailed each month. Reports are also generated for CAB's different divisions. These provide information on the progress of the program and focus on any areas that may need attention.

Eichar has also worked to develop and design a shipping and inventory system. In 1990, more than 60,000 CAB promotional items were distributed from the West Salem, Ohio office.

The promotional items are mainly designed for use by restaurants and retail outlets and for use by distributors to pro-

mote CAB product to potential clients.

The items include meat case banners and posters, restaurant table tents and steak picks, literature for restaurateurs, retailers and consumers, and much more.

Information available to cattle producers includes literature describing the CAB Program and special projects, such as the Feedlot Gain and Carcass Contest, Angus Feeder Cattle Directory and Carcass Data Collection Program.

Eichar stresses that monitoring of CAB product sales is vital to the integrity of the trademark and program overall. These records also contain information that help other divisions promote the product and increase demand.

Just as a good herdsman keeps records on cattle to monitor progress and promote the cattle, the CAB Program also needs records to monitor progress and, most importantly, maintain the integrity of the American Angus Association-owned Certified Angus Beef trademark.

— *Cindy Flock*
CAB Communications Director

Certified Angus Beef product was promoted to more than 80,000 consumers during the Working Women's Survival Show, held in St. Louis, February 22-24.

The CAB display was part of National Super Markets' Festival of Foods, held in conjunction with the show.

At the CAB booth, many consumers expressed concern about the nutritional and health benefits of beef. They asked many questions about whether beef should be part of their healthful diet. The staff at the CAB booth was able to answer their questions and provide literature about the importance of Certified Angus Beef in their diet.

Grayling Farms, Villa Ridge, Mo., furnished a cow and calf as part of the display. People were encouraged to guess the weight of the cow, and the five estimates closest to her weight received a \$100 gift certificate toward their purchase of CAB product at National Super Markets.

Bob Harriman, manager of Grayling Farms, was on hand during the show to answer questions about livestock care and handling. For many native St. Louis people, it was their first close look at an Angus cow, and they wanted to know more about live-

stock production practices.

In National Super Market's freshness display, a meat case was featured with CAB steaks and roasts. The different cuts of CAB were fittingly arranged on silver platters.

Consumers were also able to taste CAB product by sampling a piece of top sirloin-roast, prepared by a St. Louis chef.

National Super Markets, a 58-store chain based in St. Louis, is the largest retail chain licensed to promote Certified Angus Beef product.



Wayne Sitzes, National Super Markets, shows off the Certified Angus Beef meat case.