

Certified Angus Beef



CAB Program Staff Gears for Expansion

As announced in the *Angus Journal* March issue, IBP has been added to the group of packers licensed to certify, process and market cattle for the Certified Angus Beef Program. Program participants are enthusiastic about the expansion opportunities this relationship provides.

Gary Mickelson, IBP manager of communications, reported that IBP joined the program because of producer and customer interest. "There's been a growing number of cattle producers interested in seeing the Certified Angus Beef cattle processed at IBP plants. Likewise, we have customers interested in buying Certified Angus Beef product from us," Mickelson said.

Mick Colvin, CAB Program executive director, is pleased with the addition. "The increased product availability will enable the program to significantly increase product sales volume to achieve a larger share of the market for high quality beef products," Colvin said.

Market expansion efforts will be directed by various members of the CAB program staff. Larry Dorsey, supply development division director of cattle production programs, has spent the last month creating awareness of the relationship with IBP's Lexington plant, the licensed facility.

"Our challenge now is to identify more sires producing cattle that qualify for the Certified Angus Beef Program, thus increasing supply for all our licensed packers," said Dorsey.

Alan Waggoner and Kelly Elkins, packing division staff members, have been busy training IBP personnel to assure the

identification, certification and processing procedures are in place. Waggoner reported, "Initial and ongoing training for all of our licensed packers is critical to maintain the integrity of the program."

Retail division director, Pat Hamby, is pleased to have the product supply to approach larger retail chains previously out of reach. "We will be aggressively pursuing new retail accounts, especially in the Southeast and Western regions of the United States," he explained.

Penetrating new markets will also be on the food service division staff agenda. Jim Stickley, acting director of food service, is investigating opportunities in the New Orleans, Nashville, Salt Lake City and Toronto markets.

"The increased product supply will present options with national chain accounts as well as food service operations who have been loyal IBP patrons," he said.

The export division has room for growth also. Alan Waggoner, export division director, said, "IBP offers potential for Certified Angus Beef product in the export market because of its established presence and sales volume." Japan continues to be the primary target market for CAB product exports. However, Waggoner added that the European Economic Community (EEC) holds tremendous potential once trade barriers are dissolved.

These efforts, coupled with continued monitoring procedures and the development of new sales resources, will carry CAB Program participants into the 21st century on a fast and profitable track.

— *Jenny Plocher*

Consider Carcass EPD For Your Program

The 1992 spring calving season is almost completed. Producers are already evaluating their new calves and considering breeding options to produce the 1993 calf crop.

With increased interest being generated in carcass quality and the end product, now is an excellent time to consider using carcass EPD when planning in this spring's breeding program. Given the relatively long generation interval of beef cattle, incorporating carcass traits now can only add value to your cattle in the future.

As a result of the Certified Angus Beef Program's supply development efforts, an increasing number of commercial producers are collecting carcass data on their cow herds production. Their next step will be finding and using sires and sons of sires with Expected Progeny Differences (EPD) for carcass and production traits that will allow them to make necessary changes to produce a consistent product.

The spring 1992 Angus sire evaluation report includes a listing of more than 175 sires with carcass EPD. Making use of this information can put you and the Angus breed in a stronger and more competitive position within the beef industry. In addition, these progressive decisions will help provide greater supply and continued success for the CAB Program.

Contact Larry Dorsey, director of cattle production programs, supply development division, at (406) 763-4366 for more information.

Certified Angus Beef On the Road..

One of the best opportunities you have to support the Certified Angus Beef Program is patronizing Certified Angus Beef licensed restaurants across the United States. If you are headed to Reno this month, try one of these:

- Western Village Steakhouse
815 East Nichols Blvd., Sparks, NV 89431
(702) 331-1069
- Colombo's Riverfront
145 W. Truckee River Lane, Reno, NV 89501
(702) 323-7004
- Mimi's Hideaway
1885 South Virginia St., Reno, NV 89509
(702) 324-4740

