

# Certified Angus Beef



## The Customer is Boss

"Our goal is to recognize and appreciate the fact that each individual guest is the most important person in the world while dining at the Angus Barn," says Van Eure, owner of the Angus Barn, located in Raleigh, NC.

This simple, yet challenging goal is the foundation for 32 years of success for this establishment, consistently recognized by trade publications as one of the best 100 restaurants in the nation.

The Angus Barn was opened in 1960 by Van's father, Thad Eure Jr., and Charles M. Winston. While the restaurant has grown and changed over the years, the late Thad Eure's basic principles — hospitality, an attractive atmosphere and good value for the customer's dollar—have remained the same.

Although the restaurant's name might imply an association with the Certified Angus Beef Program, the Angus Barn is a fairly new program participant. With the encouragement of Arnie Hem, sales manager for Southern Foods, the licensed CAB food service distributor headquartered in Greensboro, N.C., Van decided to investigate the program in August 1991.

The decision was not an "instant sell." The Angus Barn was already a successful restaurant known for its beef entrees. Van had to be convinced the additional investment required for Certified Angus Beef product ensured even greater customer satisfaction. Southern Foods and the CAB Program staff secured Van's confidence in the program by providing her a personal tour of the entire program process. The tour included visits to Gardiner Angus Ranch, Winter Feedyard, Excel's Dodge City packing plant and the Taste of Texas restaurant in Houston.

After Van was sold on the program's integrity and value, the Angus Barn customers' vote of confidence was a requisite. Ann Marco and Will Therrien, Southern Foods sales representatives, spent many hours training waitstaff, experimenting with the beef aging process and working side by side with the Angus Barn's kitchen staff to guarantee the CAB product was prepared and presented in a consistent manner. The effort paid off, as Angus Barn customers noticed and appreciated the benefits offered by CAB product.

The Angus Barn's commitment to customer satisfaction should serve as a role

model to all segments of the CAB Program. In Van Eure's words, "Customer relations is paramount; one unhappy customer complains, on an average, to 17 other prospective customers."

Van acknowledges that customer satisfaction is not always easy to achieve, but laying the proper groundwork helps. The Angus Barn groundwork is staff training. Only three percent of staff applicants pass the Angus Barn's 10-week training period. The training includes an in-depth look at all areas of the restaurant, a written test, which requires knowledge of the restaurant's history, and a practical test.

Bottom line, Van's staff is trained to put themselves in the customer's shoes and ask "what would I want done for me?"

Realizing the customer is boss and making every effort to see that his/her needs are met is what makes the Angus Barn one of the country's top 50 grossing restaurants. Van Eure is to be commended for her interest and thorough investigation of the Certified Angus Beef Program. As producers, are you making sure your boss is happy?

— *Jenny Plocher*



*(above) The Angus Barn restaurant in Raleigh, N.C., is famous for its atmosphere, dining pleasure and now Certified Angus Beef entrees.*



*The Angus Barn sign (at left) invites customers in for a great dining experience.*

# Linking Producer to Consumer

The Certified Angus Beef Program is often referred to as the marketing arm of the American Angus Association. Its marketing efforts in the retail, food service and export segments of the food business are essential to ensure consumer demand for the product.

The program's supply development activities, however, are just as essential as end-user marketing strategies.

By working with each segment of the production chain, the CAB Program has built a comprehensive network to produce a consistent, high quality beef product. Communication between these vital links is critical to create customer satisfaction. The following information illustrates the wide scope of work being done to improve the link between producer and consumer.

## SIRE EVALUATION

In order to improve carcass quality, the seedstock producer must first identify the proper genetics. This is being done by producers like Jan Lyons, who is collecting carcass data on herd bulls through the sire evaluation program and cooperating commercial herds.

## COMMERCIAL PRODUCER — COOPERATING HERD

Commercial producers like Robert Fastje, who AI's at least 140 cows, work with the seedstock industry to test bulls for carcass quality. These calves are identified by sire and will be followed through the feedlot and packing plant. Carcass data will then be collected, and EPD will be generated for carcass traits.

## COW CALF PRODUCER

Gary Johnson uses performance and carcass EPD in his bull selection decisions. He uses bulls with proven carcass EPD in his AI program. He selects clean-up bulls that have parents with known carcass quality. Johnson also collects data on his calves to measure progress and have a basis from which to make breeding changes.

## FEEDLOT — IDENTIFIED STEERS

Several feedyards across the country work with producers to maintain identification of sire evaluation test calves. These steers at Decatur County Feed Yard will finish in late May, and all carcass data

will be collected and processed through AHIR. EPD on their sires will be available in the fall '92 sire evaluation.

## CARCASS DATA COLLECTION

Nearly two years after the breeding decisions were made, carcass data is gathered. A large number of packers cooperate with the American Angus Association and the Certified Angus Beef Program in the collection process. Those who help maintain the identity of the cattle through the process receive a copy of the carcass data.

## CONSUMER SEGMENT

Ultimately, the consumer receives a consistent, high quality product. The American Angus Association, the Certified Angus Beef Program and cooperating herds through the sire evaluation program supply producers with accurate EPD information. This information, in turn, can be used by all segments of the industry to produce a high quality product demanded by the consumer.

— *Larry Dorsey, Director of Cattle Production Programs*

