# Highlights

- Angus University planned for August
- Certified Angus Beef<sup>TM</sup> ground beef is case-ready
- Christy Johnson named supply development marketing manager

#### **Angus University set for August**

Do your commercial cow-calf customers thirst for more knowledge on how to profitably apply Angus genetics and pursue higher levels of quality beef production? The Certified Angus Beef (CAB) Program's Supply Development Team has some answers. In conjunction with the Montana and American Angus associations, the CAB Program is sponsoring the first "Angus University," in Bozeman, Mont., Aug. 16-17 at the Holiday Inn and Montana State University.

The concept for such a regional seminar was developed last summer. The Supply Development Team plans to work with other state Angus associations to host educational summits on genetics, marketing and management avenues. "The focus will be on practical science for practical people," says Ron Bolze, director of progeny tests for carcass merit, who helped organize the event.

For more information, contact Bolze at his Colby, Kan., office at (785) 462-6404 or Christy Johnson, supply development marketing manager, at the CAB Program's Wooster, Ohio, office at (330) 345-2333.

## Weber Grill promotes CAB® product

The Weber Grill Co. is promoting *Certified Angus Beef* product in its *Grill Out Times* newsletter, which reaches 900,000 grill owners. Half of the newsletter's readers will receive information about purchasing *Certified Angus Beef* filet mignon, London broil, Kansas City strip and New York strip through the promotion.

#### Case-ready CAB® ground beef

There's no doubt that *Certified Angus Beef* ground beef, whether it be chuck, round or sirloin, has gained popularity with licensees since it was first offered by a packer (IBP) in 1993. Today increasing industry focus has turned to case-ready meats.

Licensed retailer interest in case-ready ground beef has led to the creation of a new licensing tier called "ground beef processor." Since retailers simply label and display this item, case-ready ground beef offers them an opportunity to improve food safety procedures and extend shelf life.

#### Staff briefs

**Christy Johnson,** former supply development assistant, has been named supply development marketing manager. In this new role she will research, develop and roll out supply development promotional and educational resources. She will respond to requests from producers, licensed feedlots and industry representatives for promotional and marketing services. In addition Johnson will plan and implement supply development training seminars and

assist with the Program-wide annual conference. She will work closely with staff in industry information, feeder-packer relations and progeny tests for carcass merit to accomplish these tasks.

Johnson graduated from Ohio State University with a bachelor's degree in



**Christy Johnson** 

animal science and a minor in agribusiness. She joined the CAB Program in May 1997 to assist with the Program's Carcass Data Collection & Analysis Service.

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