

Sell First Angus Beef To Missouri Consumers

A new program to merchandise Certified Angus Beef to Missouri consumers was launched April 18 in Columbia.

The first sale at 11 a.m. of Certified Angus Beef (CAB) at the Eastgate IGA Foodliner marked the initial expansion of the program which has been test marketed in Ohio since last October, said Louis "Mick" Colvin, director of the national Angus beef merchandising plan for the American Angus Association. "This is the first time in history that a breed association has merchandised its cattle directly to Missouri consumers," Colvin said.

The first CAB customer at the store was Liz Menzel of 2500 Meadowlark Lane in Columbia. She was presented a gift of Certified Angus Beef by store owner and manager, Dale Cornelison, and by CAB Director Mick Colvin. In the parking lot of the store at Business Highway 63 and East Broadway, were a pair of Angus steers to give customers a look at the origin of Certified Angus Beef.

The CAB beef is supplied by Diggs Packing Incorporated of Columbia. Missouri is the largest producer of Angus cattle of any state in the nation, and straightbred Angus cattle are plentiful in the area, said Dale Diggs, plant manager. "Finished cattle are a little hard to come by these days," Diggs said, "but a large percentage of those available in this area are Angus."

The new program will not increase the price of beef at the retail meat counter, said Dale Cornelison. "We are selling Certified Angus Beef at the same price we would get for regular USDA Choice beef," Cornelison said. All of the regular carcass beef sold at the market will be Certified Angus Beef.

Strict quality standards are set up for Certified Angus Beef. Only about half of the beef that qualifies on quality for the USDA Choice grade equals the CAB standards, Mick Colvin said. The live animals must also meet all the visual characteristics required by the American Angus Association for registered Angus cattle. ☐

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