

MEMBERSHIP TIPS

by Jerry Cassady
director of member services



The Targeting the Brand™ Logo

The Certified Angus Beef® (CAB®) Targeting the Brand™ Logo is an identifying mark that will allow those interested in Angus genetics to easily identify animals that can help them achieve specific goals.

You may have seen this logo in past Angus sale books throughout the country identifying those animals with genetic predictions focused on breed improvement relative to carcass quality.

This fall, the American Angus Association will be including the logo in the pedigree lookup feature when searching for Angus genetics on the Association website. This is a direct result of breeder input to the Board of Directors, as this feature was requested by a member. It was discussed and approved during the June 2019 Board meeting.

Logo requirements

The logo requirements can be met by any registered animal whose genetic predictions are breed average or higher for two key metrics: marbling EPD (expected progeny difference) and grid value (\$G) index. For our current Angus population, qualifying animals, as of fall 2019, need a marbling EPD of at least +0.54, along with \$G of at least +46. These values represent the breed average for non-parent bulls, which will be utilized regardless of sex and age to simplify the process and provide consistency to this pedigree lookup feature.

The values reflected as the

established benchmark requirements will be updated semiannually, corresponding within our current EPD system updates relating to the economic assumptions.

As our breed averages fluctuate, the criteria needed to meet the minimum requirements will fluctuate accordingly. For example, as an animal's EPDs move up or down, they may move in and out of eligibility based on the current weekly EPD update, and how they compare to the breed average for these two traits.

What this means

This is based on breed averages, so does this mean half the animals will qualify? No. It is true, half the Angus population would exceed the breed average requirement for any specific trait. However, it is much more difficult to reach the breed average benchmark for a second trait. For example, when looking at these two traits included here, approximately one in four would meet this threshold.


Why have these two metrics been selected as the criteria to earn the logo? The marbling EPD and \$G are just a starting place to help identify genetics that can bring premiums on quality beef grids. More than 92% of Angus-type cattle that meet the live animal specifications, but fail on the



Genetic Recommendations:

	Value
Marbling EPD (Marb)	+ 0.54
Dollar Grid Carcass Index (\$G)	+ 46.0

rail, do so because they lack marbling. Think of the impact we could have on our CAB supply if we moved this needle to capture more animals that meet all other specifications.

Obviously, no one is suggesting single-trait selection, and we know that carcass traits need to be balanced with maternal traits and other economically important traits vital for progressive, profitable operations. This logo is simply a service requested by, and provided to, the membership to help identify Angus genetics that excel in the area of carcass quality. 

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For more information regarding Targeting the Brand Logo, please contact the Member Services Department at (816) 383-5100 or email me directly at jcassady@angus.org.