

# from the office

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Certified Angus Beef today is a worldwide operation that plays a small but growing role in Angus merchandising.

From a modest start in October 1978, the program has developed to the point that Certified Angus Beef can be made available to any food service industry anywhere in the U.S. and many parts of the world, as well as to grocery stores in many parts of the U.S. One bite of Certified Angus Beef is an effective advertisement for our Angus industry.

Probably the most prestigious place that Certified Angus Beef is served is the Shangri La Hotel in Singapore. Singapore is a major crossroads of world commerce and the Shangri La is rated by many as the best hotel in the world. In addition, CAB is shipped regularly to hotels in Hong Kong, the Bahamas and Puerto Rico, and samples of the product have been sent to interested businesses in Japan and the Philippines.

In this country many restaurants are featuring Certified Angus Beef on their menus. CAB is featured exclusively at two Marriott Hotels and in Craig Morton's restaurant in Denver, Colo.

In addition, there are two retail grocery distributors providing Certified Angus Beef to supermarkets in New York and Boston.

At the present time, according to Mick Colvin, Director of the CAB program, some 500,000 pounds of Angus beef are certified each week, representing some 770 head of cattle. The Angus are slaughtered in six separate packing plants and then shipped to the two retail distributors, a food service fabrication plant or any of eight food service purveyors in Huntington Beach, Calif.; Atlanta, Ga.; Miami and Tampa, Fla.; Chicago, Ill.; New York City; Baltimore, Md.; Omaha, Neb.; and maybe by the time you read this,

to Houston, Texas. The 250,000 pounds of product used by the food service industry, mostly ribs and loins, is valued at \$650,000 wholesale. Another \$50,000 a month of carcass beef is shipped monthly for retail outlets.

In the overall cattle market, 769 head of certified Angus each week is obviously a drop in the bucket. However, since only a third of the Angus cattle that are slaughtered actually meet the rigid CAB standards, the program involves a much larger market for Angus. And, the program continues to grow. New contracts are being signed regularly with food service distributors and, at some point, this is going to exert pressure on packers to pay a premium to obtain the right kind of Angus steers and heifers.

When this happens, it will be time to initiate the second phase of the CAB program, the identification of Certified Angus Beef commercial herds, and the tagging of the calves. If and when these calves end up as Certified Angus Beef, the commercial producer of the animals will be eligible for a premium rebate.

If we are to continue to grow and prosper as an industry, then we must take an increasingly larger responsibility in promoting our own product, not only to prospective new registered cattle breeders and commercial cow-calf producers, but to the consumer as well. We are a long way from sponsoring national advertising programs for Certified Angus Beef but that day may come. In the meantime, you can help. If you know of a good restaurant operation in your area of the country that should be serving Certified Angus Beef, then talk with the owner and manager. If they are interested in the program, have them give Mick Colvin a call. His telephone number is (419) 846-3534.

