



CAB Program Sets New Records With Packer Support

The Certified Angus Beef (CAB) Program reached another milestone during May with record sales of 11.3 million pounds of product. Total sales for the first eight months of fiscal 1993 show a 32 percent increase over the same period of fiscal 1992. This growth can be attributed to many factors, however, one of the most significant is the aggressive involvement of both new and veteran licensed CAB packers.

Alan Waggoner, CAB Program packing division director, reports that he sees an increased commitment to and enthusiasm for the program within the packing division. "The addition of IBP is producing positive results for all program participants," says Waggoner.

The first IBP Inc. plant was licensed in April 1992. Since that time, six additional plants have been licensed. IBP Inc. plants processing and fabricating Certified Angus Beef™ product include: Lexington, Neb.; West Point, Neb.; Denison, Iowa; Joslin, Ill.; Dakota City, Neb.; Luverne, Minn.; and Emporia, Kan. Waggoner anticipates the Finney County, Kan., plant will also be licensed soon.

"The CAB Program's relationship with IBP Inc. has been a positive one. It has allowed the program to enter new accounts and offer new products. IBP Inc. staff are very receptive to the needs of program distributors and end-users and have initiated ways to respond to their requests," says Waggoner.

Several new products have been introduced by licensed CAB packers during the past year, as well. Quarter-inch trimmed Certified Angus Beef product is gaining in popularity. In addition, new Certified Angus Beef ground chuck and ground round programs have grown very quickly.

"Packers are realizing the benefits of being customer focused," says Waggoner. "It's a very competitive market where service is critical."

This was evident during recent packer seminars hosted by the CAB Program. Attendees from several licensed packers showed intense interest in their plants' individual performance. In addition, they were provided an update about the food service, retail and export division account profiles and marketing strategies.

The CAB Program staff is optimistic the effect of this packer enthusiasm will be realized by Angus breeders who are also focusing on their customers' needs. For the first time in several years, the program's acceptance rate (percentage of cattle certified to meet CAB carcass specifications) is increasing. The percentage for the first eight months of fiscal 1993 was 18.5 percent, an increase of 2.9 percent over 1992.

Although packers are finding success with CAB Program sales, they are still concerned about the low acceptance rate and availability of cattle likely to meet carcass specifications. Producers who are proactive, collecting carcass data, and implementing the necessary changes in their breeding and management programs will be the ones who will enjoy rewarding partnerships with packers in the future.

-Jenny Stickley

Certified Angus Beef Program Acceptance Rate¹

Year	Acceptance Rate (%)
1986	23.1
1987	24.2
1988	23.0
1989	20.2
1990	17.6
1991	15.7
1992	16.0
1993 ²	18.0

¹ Acceptance rate = # of carcasses certified divided by # of cattle identified

² Based on Fiscal Year Oct. 1-Sept. 30

Triangle H Targets Beef Quality

Through focused planning, research and implementation, the Triangle H Grain & Cattle Company Garden City, Kan., is improving its cattle's performance capabilities and discovering customers willing to pay for its value-adding efforts.

"I'm a believer in quality," says Sam Hands, one of Triangle H's partners. "We must identify the genetics that will move the industry ahead in producing a quality product that will regain marketshare."

Triangle H is finding that targeting this goal reaps monetary benefits. "We get paid for our cattle being better than average," says Hands, who sells the majority of the cattle to IBP on a formula basis.

Triangle H's cattle operation started with 12 Angus heifers purchased from a neighbor after the blizzard of 1957. A father and sons partnership, the cattle & grain company involves Fielding Hands and sons Sam, Greg and Cedric. The cattle segment consists of cow-calf,

stocker and finishing programs.

The objective of the cow-calf segment is to utilize crop residue along with cool-season, irrigated grasses being used as summer pastures. Triangle H has an Angus/Simmental cross-breeding program with an emphasis on Angus.

"Angus genetics give us the marbling and maternal traits we need, as well as moderation in mature size and carcass weight," says Hands. "The cross has proven to give us the desired feedyard performance, conversion and a carcass in the 750-800 pound range that is Yield Grade 1 or 2 and 70-80 percent Choice."

Working with Kansas Angus breeders Galen and Lori Fink and Henry Gardiner is proving beneficial for both the seedstock and feedlot segments of Triangle H's operation. By testing Fink and Gardiner bulls, Hands is researching the genetic com-

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found we were producing carcasses that were 40-50 percent Choice at 15-16 months of age," says Hands. "After using EPDs and the carcass data to make changes, we're producing cattle that are 75-80 percent Choice at 13-14 months of age."

Hands also discovered that 65 percent of his cattle were producing Yield Grade 1 or 2 carcasses. This is a real plus as he believes packers in the Finney County area are beginning to put increased emphasis on buying lean cattle.

The Hands Family strongly believes in regular planning sessions that include the entire Triangle H staff. In addition, they hire specialists to keep them current with the latest technology and to help them be more efficient.

By establishing goals, outlining its current status and making the changes necessary to meet identified objectives, Triangle H Grain & Cattle Company is hitting the quality bullseye.

—Larry Dorsey & Jenny Stickley

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