

YOUR VIEW

by Ellie Kidwell, Miss American Angus



Quality Counts

Quality counts when you are making decisions. Really any decision takes into consideration the quality of the options in front of you.

Whether you are choosing new clothes, a college to attend, food at the grocery store or any number of other things, quality always matters. When it comes to cattle, why look any further than the Angus industry for tip-top quality every time?

Without a doubt you get the best quality in the Angus industry. Whether it is the consistent beef we produce, the high-quality stock we raise or the amazing people of our industry, you know you will get quality when it counts.

The beef industry has done an amazing job of providing quality products that meet consumer demand, but the Angus industry has gone above and beyond when it comes to marketing consistent quality with the famous *Certified Angus Beef*® (CAB®) brand.

CAB is a major platform for our industry that has set standards for Angus beef that are hard to come by in any other brand. CAB requires cattle meet 10 specifications to even qualify to be labeled with the brand. These stringent specifications ensure

a high-quality and a consistent eating experience that has certainly raised standards among beef consumers.

The brand has established themselves not only as a standard-setting organization for beef, but also as a valuable marketing tool for places that sell CAB. For restaurants offering certified products, CAB will

help design the menus showcasing their logo on the certified products, making their presence well-known.

Angus cattle are not only known for their high-quality carcass traits on the rail, but also their outstanding maternal traits in the pasture. With Angus and Angus-influenced cattle, breeders know they are getting good mothers, with longevity and an attractive look, that can raise a calf to turn a profit at the end of the day.

With all of the great-quality cattle in our industry, it is no surprise the people are top notch as well. The Angus industry has so much to offer everyone to involved in it. From personal experience, events

like Leaders Engaged in Angus Development (LEAD) conferences, shows and contests have shaped me into the leader that I am today.

This organization has set me on the path to success and given me some of my greatest lifelong friends. Meeting new people and learning about opportunities through this organization have influenced many decisions in my life.

It even gave me the confidence to go to Kansas State University (K-State) for college, because I knew my Angus family would be close by. I have seen and learned so much in this industry and undoubtedly, I would not be where I am today without it.

Angus cattle have changed my life, as I am sure they have for many others. Without an industry like this behind us, where would we all be today? One thing is for sure, the Business Breed has the most quality when it really counts. **AJ**

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