

Your brand is "Registered Angus," promote and guard it jealously

America's best marketers know the value of a brand name. They promote their brand aggressively and defend it jealously. Just try to market a cola drink with a name or trademark that resembles that of Coca-Cola and see how fast you are summoned to court.

Members of the American Angus Assn. have a brand name to protect, too. One problem is that "Angus" cannot be registered as a trademark. The owner of any black polled beast can sell it as "Angus" with impunity. Any steak house or restaurant can be named the Angus Steak House though the owners sell only the cheapest, lowest-quality beef of unknown origin available.

So your brand name (the one no one can copy) is "Registered Angus" from the American Angus Assn. Only Registered Angus cattle possess a pedigree and performance information that is processed by the American Angus Assn. The brand, identified by an American Angus Assn. registration certificate, has meaning and value because your Association works to ensure that pedigrees and performance figures are accurate. Members caught cheating can be expelled from the Association—sometimes for life. It has happened many times in the more than 100 years that the Association has been in existence.

Combine the accuracy and dependability of pedigrees and performance records issued by the Association with the reputation and skill of a dedicated Registered Angus cattle breeder and the value of both is increased. Registered Angus with your name on the certificate identifies a unique product that a cattleman can depend on, year after year. Definitely, it is worth protecting and promoting.

Allen Towers of Allen Towers Associates, a top-drawer corporate public relations firm in New York says, "The most important brand of all is the company itself. Beyond competing for customers, corporate brands vie for employees, work-



er loyalty, investors and public approval."

Most of these points apply to the American Angus Assn., and the individual Registered Angus breeder, because the two are inseparable. The better your Registered Angus are known and respected, the easier it is to find buyers and employees and obtain financing. Anything that lowers the reputation of Registered Angus, yours or your neighbor's, affects indirectly the some 20,000 life, regular and junior members of the Association who depend upon sales of Registered Angus cattle for all or part of their livelihood, or their college education.

Whenever someone, even jokingly, implies that not all Angus cattle are pure, that person hurts his and his neighbor's business. The same is true of those who sell unregistered Angus seedstock with the sales pitch, "They are just as good as registered cattle, but we save money on the registration and transfer fees."

Whenever a member offers customers less than the best he or she is able to produce, that person subtracts from the value of the Registered Angus brand name.

Any company with a reputation for quality that puts its brand on an inferior product places its future on the line, and few are foolish enough to do it for the sake of short-term profits.

The growth and acceptance of National Cattle Evaluation and EPDs provide Registered Angus breeders with an unparalleled opportunity to strengthen the Registered Angus brand, because only the Association can provide EPDs on Angus cattle. Our future depends in great part upon all members of the American Angus Assn. renewing their understanding of and commitment to the registered seedstock concept.

If every Angus sold by a Registered Angus breeder is correctly registered and transferred, and carries a sound, useful performance pedigree, we can build brand recognition and loyalty for Registered Angus that approaches that of such major national products as Coca-Cola, IBM or John Deere.

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