



# SERVICE

## *Fairway to Success*

The Certified Angus Beef (CAB) Program likes to follow the motto, "a satisfied customer is your best business strategy?"

"Our program's uncompromising product standards allow us to meet or exceed our customers' expectations every time. If we don't provide incredible service to our customers, however, someone else will," says Mick Colvin, executive director of Certified Angus Beef Program.

Marketing strategy such as this, and other important ideas being implemented in the CAB Program were shared at the 1993 National Conference Aug. 25-28 at Pinehurst, N.C.

More than 150 representatives from CAB Program's licensed food service and retail distributors, exporters, processing plants, and Angus industry participated in the four-day program. Achievements of these representatives were recognized and awarded. Here are conference highlights:

### Green Garden Angus Farm Earns Commitment to Excellence Award

"With all the knowledge and data available today in our Angus industry, we need to breed cattle for what they will do rather than for who they are."

This has become Richard Janssen's game plan since he discovered the value of expected progeny differences (EPDs) for carcass merit and the growing demand for cattle that will meet Certified Angus Beef Program specifications.

Janssen owns and manages Green Garden Angus Farm near Ellsworth, Kan., a 200-head registered Angus operation established by his family in 1932. He and his family have been recognized as CAB Program's 1993 Seedstock Producer Commitment to Excellence Award winner.



Dick and Shelly Janssen (center) of Green Garden Angus, Ellsworth, Kan., received the CAB Program's Seedstock Producer Commitment to Excellence Award at an awards banquet in Pinehurst, N.C. Presenting their award is (far left) Bob Hillier, CAB Program director, Garden City, Kan.; and (far right) Mick Colvin, CAB Program executive director.

Through Janssen's progressive management practices, a large share of his cow herd has been bred specifically to target the efficient production of high quality beef. This has been accomplished through continued use of Association performance programs, particularly the use of maternal, growth and EPDs for carcass merit, in a well-planned and well-managed breeding program.

Janssen, who served as 1990 president of the American Angus Association, has been an active leader and supporter of the CAB Program. He served as chairman of the CAB Program board of directors in 1989.

Janssen's guidance and vision made him one of the primary forces behind the establishment of the CAB Supply Development division. Today this division provides many valuable services to registered and commercial beef producers that enables them to better evaluate feedlot and carcass performance of their cattle. Additionally, Janssen spurred the evaluation and reorganization of past financial management systems and helped establish a sound financial structure for CAB Program's future.

## 1993 Certified Angus Beef Awards

### Commitment to Excellence Awards

**Seedstock Producer**— Dick & Shelly Janssen, Green Garden Angus, Ellsworth, Kan.

**Commercial Producer**— Chuck Pluhar, Pluhar Ranch, Cohagen, Mont.

**Cooperating Feedlot**— Walter Bones, Bones Feedlot, Parker, SD.

### Packing Division

**Top Sales Volume Fabricator**—IBP Inc., Joslin Ill., plant  
**Marketer of the Year**—IBP Inc., Dakota City, Neb.

### Export Division

**Top Sales Volume Exporter**—IBP International, Dakota City, Neb.



*"You may be hearing lots of negatives about the North American Free Trade Agreement (NAFTA), but I believe it will positively affect the beef industry. We could expect to triple our beef exports to Mexico in the next five years if NAFTA were passed. The Certified Angus Beef*

*Program is uniquely positioned and highly recognized in the international trade market. Stand behind your product and our U.S. beef industry, and political as well as public perception problems can be overcome.*

*— Mark Gustafson, U.S. Meat Export Federation, Denver*

**Top Sales Volume International Distributor**— Pacific World Enterprises, Tamuning, Guam

**Export Marketer of the Year** — (tie) Gerber Agri Inc., Denver, and The Bruss Company, Chicago

**International Distributor Marketer of the Year**—Macgregors Meat & Seafood Ltd., Toronto, Ontario, Canada

### Food Service Division

**Top Sales Volume**—Newport Meat Company, Irvine, Calif.

**Marketer of the Year**—Southern Foods Inc., Greensboro, N.C.

**Restaurateur Marketer of the Year**—The Angus Barn, Raleigh, N.C.

## Strategies & Accomplishments of CAB Program Divisions in 1993

### LARRY DORSEY - SUPPLY DEVELOPMENT

"Our mission is to link the breeder with the commercial producer, with the feedlot, with the packer, with the retailer and with the consumer to produce the highest quality Certified Angus Beef<sup>™</sup> product possible," Dorsey says.

#### Strategies

—Expand our Carcass Data Collection Service database. We have the opportunity to reach more commercial herds. Also, improve educational opportunities and communication.

#### Accomplishments

—An additional 60 to 70 new bulls will be tested in 1993 to add to the existing 524 Angus sires with carcass data information. In 1994-95 Dorsey's goal is

for an additional 60 to 70 new bulls.

—Twenty of the Angus industry's top 35 sires for registrations have carcass EPDs. The top 35 Angus sires account for 22 percent of total American Angus Association registrations.

—Four of the top five Angus sires have positive marbling EPDs.

—Fifty-nine producers were involved in the 1993 CAB Value Discovery Project with data collected on 500 head.

### ALAN WAGGONER — PACKING

#### Strategies

—Maximize coordination and communication with all divisions.

—Solidify packer relations and commitment to the CAB Program.

—Increase plant management educational efforts.

—Expand historical premium database collection.

#### Accomplishments

—An average 50,000 head of cattle per month identified for CAB Program (acceptance rate was 17 to 18 percent).

—New partnerships with two IBP Inc. plants (Dakota City, Neb., and Emporia, Kan.) and Cornbelt Beef Corp., Detroit, were started.

—Packers implemented several new Certified Angus Beef products, including quarter-inch trim and ground chuck.

—Five educational seminars for packing plant management were conducted.

## TRACEY ERICKSON — EXPORT

“The success of the Certified Angus Beef Program is not confined within U.S. borders,” Erickson says. “The demand from consumers overseas shows the versatility of our product.”

### **Strategies**

- Gain loyalty of CAB Program exporters — show them there’s a program behind the product.
- Develop new, multi-language promotional and sales resources, and improve communication with importers.
- Develop new market areas and participate in international trade shows.

### **Accomplishments**

- Export sales of Certified Angus Beef product total 10,849,469 pounds in 1993, a 53 percent increase over fiscal 1992.
- Joining the CAB Program were 22 licensed exporters, eight international distributors, 81 restaurants and 17 retail markets.
- Approximately 75 percent of sales were to Japan.
- CAB Program gained its first licensee in Korea and Peru. It sold product for the first time in Austria.

## BILL WYLIE FOOD SERVICE

### **Strategies**

- Increase service and educational efforts. Develop a sales presentation manual, waitstaff training video and policy handbook.

### **Accomplishments**

- A total of 37.2 million pounds marketed to food service segment, a 12.3 percent increase over fiscal 1992. This represents 33 percent of total CAB Program sales.
- Fifty-nine food service distributors were licensed, representing 884 licensed and 8,843 total (includes unlicensed) restaurants — an all-time high.
- Conducted marketing update seminar in Denver with 60 food service participants.
- Developed new brochures, posters and billboard ideas.

## PAT HAMBY — RETAIL

### **Strategies**

- Focus on compliance.
- Expand point-of-sale resources, nutrition education and recipe information.
- Develop comprehensive retail ad kit.

### **Accomplishments**

- Certified Angus Beef product retail sales totaled 64 million pounds in fiscal 1993.
- Ten new licensed retail distributors added in 1993 to bring total to 30. These distributors represent 1,141 retail supermarket and meat markets businesses throughout the country.

## JENNY STICKLEY —

### MARKETING/PUBLIC RELATIONS

“We strive to add value to a value-added product,” Stickley says.

### **Strategies**

- Enhance Certified Angus Beef product sales efforts.
- Change division name from public relations to marketing.
- Maintain quality and integrity of CAB Program.

### **Accomplishments**

- Published quarterly *Synergy* magazine and other CAB Program newsletters for program participants and industry.
- Coordinated resource material.
- Planned and implemented educational conferences and special events.
- Provided marketing support to CAB Program participants.

AJ