

# A CAB Link? It's Your Call

*Build your own service alliance by networking with the world's leading branded beef.*

BY STEVE SUTHER

**B**ull customers expect more every year, especially marketing opportunities for their calves. They don't give away their loyalty; they can't afford to. Service after the sale stands out as the way to build repeat business and demand for your program.

For Angus seedstock producers, Certified Angus Beef LLC (CAB) stands out as a unique opportunity. That's because of its Feedlot Licensing Program (FLP) and efforts to channel the nation's best Angus calves into those 51 licensed feedlots in 15 states.

"Since beginning in 1978, CAB has invited all registered Angus producers to supply the one branded beef program that is a wholly owned subsidiary of the American Angus Association," says CAB President Jim Riemann. "There has never been a fee to pay or a focus on an exclusive group of breeders."

Instead, CAB has let the forces of supply and demand work to pay producers, he notes. "Emergence of packer buying grids with CAB premiums indicates the success of that strategy. This reward target for high quality best fits the carcass advantages of the Angus breed," Riemann says.

"The growing pot of several million dollars paid to producers in CAB premiums has had a continuous, positive effect on Angus cattle prices from seedstock through every phase of the cattle production system, according to several studies," he adds.

"Through the FLP, Angus seedstock suppliers and their customers can get individual carcass data and the best feeding closeout information available for as little as \$2 per head," Riemann says. "The exciting world of DNA testing will soon open to Angus bull buyers through their seedstock suppliers and the FLP. That combination is unmatched by any other brand or program."

## Get involved with CAB

The first step in getting more involved with CAB is simply to include both positive marbling and percent retail product in selection, says Ron Bolze, CAB director of

genetic programs. "But don't stop there," he suggests. "Maintain aftermarket contact with your bull customers."

Their calves are worth more simply because they are sired by registered Angus bulls, but thousands of other farms can supply those, Bolze notes. "If you are working to include those positive carcass traits, you can offer more by forging a link with CAB."

"Cow-calf producers who are serious about carving a profitable future are demanding greater service from seedstock suppliers," says Larry Corah, CAB vice president. "The highest level of service will win their loyalty and steady to higher bids, particularly if it creates new marketing opportunities."

By building a network connecting your bull-buying clientele to licensed feedlots, seedstock producers can organize partial retained-ownership opportunities on a pen with similar Angus genetics. For other customers, the answers may be organized feeder-calf sales or fax and Internet listings through the CAB and Association networks.

Networking opportunities for all Angus producers have increased dramatically over the past two years as the FLP began to take shape. "These feedlots focus on buying, managing and marketing high-quality Angus cattle," Bolze notes.

If you sell bulls, you track their expected

progeny differences (EPDs), and many producers look for actual progeny data. "In the past, that may have ended when you transferred papers to the new owner — now, through CAB and its licensed feedlots, you have the power to help your bull customers while learning more about your Angus genetics. The program is designed to provide that important feeding and individual carcass information back to the cow-calf and seedstock producer," Bolze says.

## Networking ideas

Bolze lists several ways in which seedstock producers can forge that CAB link:

- Coordinate with CAB in mailing a packet to your customers highlighting your role in building the CAB supply-development network.
- Organize visits with CAB-licensed-feedlot personnel to your customers' farms and ranches.
- Work with your clientele to list their calves for FLP feedlot bids.
- Help your clientele get involved in Angus Beef Records Service (BRS) to complete the chain, applying the information the FLP helps provide.
- Offer rebates on future bull purchases if calves are fed at or sold to CAB-licensed feedlots.
- Coordinate FLP buyer presence at special feeder-calf sales for customers.

A closer connection between your seedstock business and CAB is just a phone call away. At the other end is a better connection to a future of consumer-focused profitability, Bolze concludes.

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