

Aiming for Excellence

Targeting the Brand™ helps identify quality herd sires.

by Lauren Mosher, Certified Angus Beef communications intern

With more data than ever on today's sire prospects, bull customers expect progress. Decisions Angus breeders made long before the drop of the gavel provide confidence and deliver on those anticipations.

The use of the *Targeting the Brand*™ logo in sale books helps both commercial cattlemen and seedstock producers advance their herds and orient them toward the *Certified Angus Beef*® (CAB®) brand.

To earn the logo, registered Angus cattle must have a minimum Marbling expected progeny difference (EPD) of +0.65 and a +55 Grid Value index (\$G). This makes it easy to identify bulls with added carcass value, and potentially add more dollars for your bottom line.

Missouri Angus breeder Josh Worthington has used *Targeting the Brand* since it launched in 2017. It's a free and easy tool for his customers to quickly pick out Angus cattle that meet certain carcass-quality goals.

"Our program's built on the same metrics as what *Targeting the Brand* drives," he says.



Last year 71 of his bulls — 97% of those in the Worthington Angus sale — qualified.

Across the United States in the fall 2021 and spring 2022 sale seasons, more than 180 sales used the logo on 6,719 bulls, up from 5,872 a year earlier.

Those results show in the growing CAB acceptance rate, currently at 36% of black-hided cattle and aiming for 50%.

More than just a marketing tool for seedstock producers, use of the logo ensures commercial customers they're choosing bulls more likely to meet goals at the feedyard and packing plant.

"This provides comfort to prospective buyers who are looking to purchase calves that will hit a high-end grid premium," Worthington says. "They have confidence when they know their set of feeder calves are sired by bulls that meet the specs for *Targeting the Brand* and have the genetic potential to make *Certified Angus Beef*."

Commercial cattlemen communicate the premium value by marketing Angus-sired feeder calves through AngusLink™. Enrolling them in the Genetic Merit Scorecard® (GMS) program conveys a genetic snapshot based on the herd's breeding history by assigning scores for beef, feedlot and grid potential. Groups of calves can be marketed using the *Targeting the*

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Brand logo if they earn a grid score of 125+ and are sired by Angus bulls with a +0.65 marbling EPD or higher.


GMS scores range from 0 to 200, with 100 being the industry average. The higher the score, the greater the potential for any group of calves. This lets buyers consistently choose cattle that have documented information on how calves may gain and grade.

“In the feeder-calf world, we’re trying to capture value ahead of harvesting those calves,” Worthington says. “Anything we can do to bring in those cattle and differentiate them within the marketplace helps.”

With a primary responsibility of helping customers realize more value for better carcass genetics, he invests in opportunities for customers to better understand EPDs and the effects of carcass quality.

“We’re not here to just sell them a bull. We’re here to sell them a bull that meets their needs and then recoup the value of that investment in genetics,” Worthington says.

Bull buyers want all the information they can get to back up their decisions. Feeder-calf buyers feel the same need for confidence when they bid, he says.

“Targeting the Brand provides that security,” Worthington says. “And we are able to build greater trust with our customers.” 

SCAN FOR MORE

Targeting the Brand Resources or visit cabcattle.com/targeting-the-brand/cattle-marketing/seedstock/



How to use the CAB® logo in Sale Books



YES ✓



NO ✗

Find more Targeting the Brand™ resources at CABCattle.com

Make the Most of *Targeting the Brand*

Q: Where can I find the logo for use?

A: Download *Targeting the Brand* resources at www.CABCattle.com/targeting-the-brand. The logo must be applied to each individual animal that meets requirements for marbling EPD and \$G.

Q: Are cattle that meet *Targeting the Brand* requirements automatically considered “CAB qualifiers?”

A: No live cattle qualify for the Certified Angus Beef (CAB) brand. To be eligible, cattle must be predominantly black-hided and sold through a CAB-licensed packing plant. Earning the brand requires meeting all 10 of the brand’s specifications as determined by a USDA grader.


Q: If a bull meets *Targeting the Brand* requirements, can my customers use the *Targeting the Brand* logo to market their feeder calves?

A: Feeder calves must be enrolled in AngusLink for the Genetic Merit Scorecard and have a 125+ grid score to earn the logo. Visit www.angus.org/anguslink for more information.

Q: My carcass data suggest my calves earn 100% CAB or higher. Can I use the CAB logo in my sale book?

A: No, the CAB logo is reserved for marketing beef that qualifies for the brand. Only the *Targeting the Brand* logo can be used on live animals that meet the Marbling EPD and \$G requirements.

Acceptable Use Of The Logos

Lot 1 Andy Angus 00123													
BULL Reg: 0012345 2/17/21 Tattoo: 000X													
CED	BW	WW	YW	SC	Milk	CW	Marb	RE	Fat	Doc	\$B	\$G	
14	-2.1	60	105	1.60	30	28	0.89	0.80	0.070	28	192	59	

Over 200 head of home-raised steers finished at 4.4 lb. per day of gain. These calves were marketed on a quality-based grid and averaged \$75/hd over market average.


100% Choice of Higher
37% Prime and CAB®

Friday Night Program
Join us the day before the sale for a customer celebration dinner!

4:00 pm: Bulls on Display
6:00 pm: Featuring Certified Angus Beef® flank fajitas

