



Promote Your CAB Program

The Certified Angus Beef (CAB) Program is an exciting part of the Angus business. If you're interested in learning more about it or taking an active role in helping to promote it, the following resources are available:

"An Investment in Your Future" — This videotape is hot off the press. Using notable spokespersons from the purebred, commercial and feedlot segments of the industry, the video explains CAB Program specifications, marketing strategies and opportunities for producers to get involved in the sire evaluation program. It's an excellent resource for Angus events.

"Questions Producers Ask Most" — A brochure highlighting the key questions producers have about the cattle identification and certification procedure as well as the supply development activities.

"Success Made Simple" — A consumer's guide to Certified Angus Beef™ product. This colorful brochure highlights the product's quality attributes, selection and preparation tips and nutrition information.

Recipe Cards — Eight, easy and delicious Certified Angus Beef recipes are provided on individual cards. Great for consumer promotions.

"12 Myths About Beef" — A reprint of the NCA brochure, this resource helps dispel consumer's most popular concerns about beef.

"An Invitation" — Small, business-sized cards to take to your favorite restaurants inviting them to use Certified Angus Beef product. Perfect for the traveler.

While the resources listed above are provided to Angus producers at no charge, the CAB Program also offers for sale a variety of promotional items such as sweaters, polo shirts, steak knives, mugs, coolers and much more. For an order form, contact the CAB Program executive office at (216) 345-2333; fax (216) 345-3500.



CAB Program promotional items available to producers.

Beef Cow Herd Management Tips

by Harlan Ritchie, Beef Extension Specialist
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1. If you have access to cornstalk fields, consider these alternatives:
 - a. Graze at a rate of 1 to 2 acres per cow for 60 days. You may need to supplement with protein and energy after the first 30 days.
 - b. Harvest dry stalks as large stacks or bales. Beware: If they are too damp (more than 40 percent moisture) they will spoil.
 - c. Ensilage stalks that are too damp. Be sure to add enough water to bring the moisture content up to 60 percent. Chop stalks finely for maximum compaction in silo.
2. Wean summer calves before hard winter sets in. Unless you creep feed, they will do better on grain plus hay and silage than if left on their mothers.
3. If you keep calves to feed over the winter, aim for the following minimum levels of performance.

Replacement heifer calves - 1 to 1.5 lb./day on smaller-framed heifers; 1.5 to 1.75 lb./day on larger-framed heifers. Show heifers may need to gain even faster.

Steer calves - Steers to be finished by summer need minimum of .5 to maximum of 1.75 lb./day; for steers to be finished the following spring or summer, maximize rate of gain to 2.5 lb./day, depending on breed.

Bull Calves - Those fed out and sold in the spring as yearlings should be fed similar to finishing steers. Bulls will not get as fat as steers at the same level of performance.
4. Be aware of the cut-off date for using herbicides in your region. In northern states, this is approximately Nov. 15. This date becomes progressively earlier as you move south. If in doubt, consult your veterinarian.

Editor's note: Several of these management tips apply to May in fall calving programs.

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