

Aim High: Target the Brand

Angus producers cleared to use CAB logo.

by *Steve Suther*

It's about time. Indeed, Angus producers have been asking for clearance to use the *Certified Angus Beef*[®] (CAB[®]) brand logo for as long as it has existed. The lights are now green for an approved use, and the reasons are all about time and timing.

About 20 years before the "brand-like initiatives" of the late 1990s, producers had created their own brands. Certified Angus Beef LLC (CAB) was born with the mission of improving demand for Angus cattle through marketing consistent, high-quality beef with superior taste.

Fulfilling that mission required adherence to rigid specifications as determined by third-party government graders. It was uncharted territory, and legal advisors guided the CAB program to where its logos are industry icons today. It took discipline and control of trademark use, which applies only to beef that meets all brand requirements. The CAB brand has never been applied to live cattle.

That's why — until now — producers had no approved form in which they could note their alliance and support of the brand. With regret, most producer requests for logo use had to be turned down because of implications that all of their cattle — or even certain individual cattle — were "certified." Of course, the mark applies only to beef product accepted by those government graders in the packinghouse coolers.

Join in the vision

Still, as CAB grew and was able to devote more resources to the production side in supply development, new ideas came out. For several years, producers have been able to use the brand logo when they become "licensee for a day" to serve CAB brand products at an event.

Producers were cleared in 1999 to use the "partner" version of the CAB brand logo in reference to an alliance with a business in the Feedlot-Licensing Program (FLP). Although licensed feedlots made ready and widespread use of the mark, it has rarely been used by Angus producers.



Wider and virtually unrestricted use of the brand logo made its way through cattle country on hats and jackets, while producers kept asking to do more to show support for their brand. After all, there is that element of producer ownership.

Today, you have the opportunity to join in the vision and rope yourself more profit potential by targeting the CAB brand and letting everyone know of your aim. Common sense and your own integrity will be the main guidelines — you won't win new customers by proclaiming your support with a logo while ignoring the selection and management to back it up.

Targeting the brand

Here are the official CAB guidelines for the new mark:

- ▶ The "Targeting the Brand" logo can be used by Angus producers and industry or business associates to

show support for the CAB program and brand. It can be used at events and sales as well as in sale books and even routine communications. In this approved form, the mark can be used in advertisements, company letterhead, and farm or ranch signs. Web downloads will be available, and you can even order a bumper sticker version.

- ▶ No prior approval is needed for use of the mark. The logo and text must appear together in the format provided. The CAB brand logo cannot be used alone, and the text design cannot be separated and used independently or with some other mark.
- ▶ No formal affiliation with the CAB brand is implied by use of the mark.
- ▶ CAB has the right to refuse use of any of its marks to any entity at any time, regardless of whether the above criteria have been met.

Producers may write to logo@certifiedangusbeef.com for details, or call CAB at 1-800-225-2333.

