

Become a Brand Ambassador

The term “Angus” is everywhere in the foodservice business — but the *Certified Angus Beef*[®] (CAB[®]) brand is the only one that belongs to the nearly 30,000 rancher-members of the American Angus Association.

That’s a fact that thousands of licensees take pride in; now those cattlemen have the resources to gain confidence in explaining the brand that pays.

The new CAB Brand Ambassador Training program was created to help Angus cattlemen take greater ownership of their brand.

“To their neighbors and friends, producers are experts on what all these Angus brands mean,” says Christy Johnson, special projects manager for CAB. “Now they have an easy place to get information that will help them to be better prepared for those conversations.”

The short, online course takes less than 15 minutes to complete and provides a user-friendly overview of CAB specifications, business model, sales objectives and success stories.

“For purebred breeders, this really shows

what the brand can mean to them, what we’re doing to increase consumer demand and ultimately demand for their genetics,” Johnson says.

After viewing the module, participants answer a few questions about the training and then submit their responses. The first 100 ranchers to do so win a CAB jacket. For more information or to get started, visit www.CABPartners.com and click on the link for training.

