



Signs of a Chain Reaction

More producers are finding a common cause with CAB.

Story by **Lance Zimmerman**

It takes grit and gumption to accept the higher call of riding for a brand. Like cowboy songs broadcast across the Plains in weathered pickups and roadside bars, dedicated Angus producers share the *Certified Angus Beef*® (CAB®) brand message with anyone who will tune in.

Trent Lindmark, Purcell, Okla., is one of those producers.

It started with the 2008 Brand Builders seminar at the Certified Angus Beef LLC (CAB) headquarters in Wooster, Ohio. Within days of returning home, Lindmark decided to promote his ranch by using the CAB *Targeting the Brand*™ logo on 25 billboards throughout Oklahoma and southern Kansas.

“Brand Builders gave me a new understanding of how the whole supply chain works together to market the brand,” Lindmark says. “It was encouraging to me to see how the CAB staff talks about the brand. I was proud of the entire team’s focus on the industry. Everyone there wants this brand to benefit the producer.”

Each billboard features that special CAB logo, a close-up photo of the ranch’s bull, Northstar, and a landscape photo of the ranch. Conveniently, the same owner

operates the Lindmark Land & Cattle and Lindmark Outdoor Advertising companies.

Lindmark’s resources and creativity brought attention to a production goal he says can make money for all Angus producers.

“Using the *Targeting the Brand* logo was my effort to work hand-in-hand with everyone involved in the breed to promote Angus,” Lindmark says. “The team at CAB works with the consumer, and Angus producers are at the start of that effort.

“If there is no consumer at the end of the chain

demanding CAB, then we can’t be as profitable selling Angus bulls. It is as simple as that,” he says.

The *Targeting the Brand* logo was developed in August 2006 for Angus producers whose programs fit that slogan. In the last two years, the logo has found its way onto vehicle bumpers, windows, cattle trailers, sale books, apparel and ranch advertising across the nation.

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promote our breed and brand gets the quality message to consumers and helps everyone along the supply chain,” Lindmark says. “People see the Angus name, and it builds demand on our end. It becomes a chain reaction.”

Use of this special CAB logo to promote your operation may be the first step to full participation in the beef industry chain, linking your efforts to consumer satisfaction.

Visit www.cabpartners.com for a variety of ways to get involved. There are opportunities to sign up for discussion lists like Black-Ink and the monthly e-newsletter *CAB Connection*, and to order copies of the production guides *Best Practices Manual* and *Supplying the Brand*.

Although producers often ask how to “sign up” for the CAB program, becoming a part of it is simple and informal, with only economic incentives to bind. Just use high-quality Angus genetics, participate in the CAB communication groups and follow CAB production guidelines with a willingness to improve. That’s all it takes.

Using the logo

The *Targeting the Brand*™ logo can be used by Angus producers and industry or business associates to show that their efforts advance the CAB brand along with their own.

No prior approval is needed for use of the mark. The logo and text must be used in the provided format. The CAB brand logo cannot be used alone, and the text design cannot be separated and used independently or with some other 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.

Digital versions of the logo are available at www.cabpartners.com/producers/logo.php. To obtain free 4-inch decals of the logo, *Targeting the Brand* hats for \$4 each, or any related merchandise, call 1-800-225-2333 or e-mail Marilyn Conley at mconley@certifiedangusbeef.com.

