

Voted most popular

A marbling research paper available on www.cabpartners.com is the most downloaded file on any CAB Web site at the present time. Since its upload to www.cabpartners.com at the end of June, "Declining Quality Grades: A Review of Factors Reducing Marbling Deposition in Beef Cattle" has received more than 1,400 downloads, nearly 50 per day.

Congratulations!

CAB Supply Development staff participated in the Ag Media Summit (AMS) in Portland, Ore., in July. They also staffed a booth at the Information Expo (trade show) during the conference. The brand picked up a number of honors, including the following top entries.

- ▶ Second-place marketing article, "Beef in the Fast Lane," by Lance Zimmerman
- ▶ Second-place published editorial photography, "Ace in the Hole," by Steve Suther
- ▶ First-place technical article, "Yield

Grades: Sort it out and Take Charge," by Steve Suther

- ▶ First-place miscellaneous design, "Black Ink Basics Technical Bulletins"
- ▶ Two first-place awards in different categories for the ad series, "2005 National Angus Carcass Challenge"
- ▶ First-place award for the www.cabpartners.com Web site

The critique contest changed this year, which allowed CAB to compete in a broader field against everything published in national beef magazines. Highlights of the professional improvement seminars were creative writing tips by a *Portland Oregonian* Pulitzer-Prize-winning feature writer and visual ideas by a world-famous, Kansas-based National Geographic photographer.

Short ribs in the news

Restaurant Hospitality magazine's July issue featured CAB short ribs. Succulent, precooked CAB boneless short ribs from Hudson Meat Co., can be easily served at restaurants without tying up customers' ovens all day. They are perfect for autumn comfort foods. This value-added item is easy to use in any restaurant operation — just reheat and serve. The short ribs are a 100% usable product, which makes them

appealing to the foodservice industry. The *au jus* can be used as a low-salt alternative to purchased stock. Slow cooked for succulent flavor and fall-apart tenderness, the short ribs can be used in a variety of menu applications.


On target again and again

When Tom Williams at Chappell Feedlot receives calves from Brett Foster, he can bet they're going to do well.

"He has consistent quality that keeps getting better," Williams says. "He's got that mind-set."

In July, the retained ownership customer from Butler, Mo., had a pen of steers and heifers (see Table 1) go 57.14% CAB and 5.6% Prime. That was the second sort from a lot that went 35.6% CAB overall, 87% Choice and only 4% Yield Grade (YG) 4s.

"He's got the performance to go with it," Williams says. "His ribeyes are up there. They gain well." The entire lot averaged 3.57 pounds (lb.) average daily gain (ADG), with a 5.27:1 feed-to-gain conversion.

"He typically gets quite a few 30-06 pens," Williams says. "They're very consistent." 



Sport Your Logo

Angus producers are cleared to use logo to show support of the brand.

by *Steve Suther*

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 green now for an approved layout use, and CABpartners.com features downloadable versions for fall sale book and advertisement use.

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 only applies to beef product accepted by those government inspectors in the plant coolers.

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.

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.

Guidelines for use

Official guidelines for using the new mark are as follows.

▶ The Targeting the Brand logo layout 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 routine communication.

▶ In this approved form, the mark can be used in advertisements, company letterhead and farm or ranch signs. A bumper sticker version is now available.

▶ No prior approval is needed for use of the mark. The logo and text must appear to-



gether 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.

Downloadable versions are available at www.cabpartners.com/producers/logo.php.

If you have any questions about the logo, contact Lance Zimmerman, supply development marketing manager, at (330) 345-2333, Ext. 252, or lzimmerman@certifiedangusbeef.com.