

Tying it Together

Association takes pasture-to-plate approach in new advertising campaign.

by Shauna Rose Hermel

Science

Technology

Leadership

The Angus cow has many inherent strengths that make her a popular producer choice. Angus bulls are uniquely situated to add value for commercial producers. And the brand — well, no one can refute what *Certified Angus Beef*® (CAB®) has accomplished in its 28-year history.

With its national advertising campaign, the American Angus Association has for the past two years promoted what the power of one bull ... one brand ... one registration ... one tag could do for the individual producer. The ad campaign launched in September goes a step further, capitalizing on perhaps the breed's greatest strength — the enthusiasm and commitment for the breed and the brand in each segment of the industry, ensuring there is no weak link in this value-added food chain.

"In entering into this advertising program we wanted to kick it up a notch, no pun

intended, to the next level," says Association Executive Vice President John Crouch. "What we wanted to do was say that we, the American Angus Association, recognize that our contribution to the food chain is much more than just advertising cattle in the traditional way we've done in the past.

"We're the business breed. We want to do everything we can to tie every segment of this industry together," Crouch continues, noting how fragmented the industry has been in that regard. "We want to establish that there is a relationship between everyone from the commercial beef producer to the consumer, and it is all tied together through education, through science and through technology."

Building the campaign

The seeds for the new approach were sown during the commercial focus group conducted prior to the September 2006

Board Meeting in Saint Joseph, Mo., explain Deb Norton and Julie Tucker of Graphic Arts of Topeka Inc.

"That group literally challenged Angus to become the industry leader," Norton recalls. "They essentially said, 'You are the only one that can do it, so you just have to do it.'"

Adds Norton, "There's no other breed in the country that has documented added value in every segment of the food chain." She and Tucker began envisioning an ad campaign that would highlight this competitive advantage and the intersegment cooperation enabled through the science, technology and leadership provided by the Angus breed. They started to build profiles to represent each segment of the beef industry food chain: a commercial producer, a seedstock producer, a feedlot operator, a packer, a beef distributor, a retailer, a chef.

Conversation at the February Board Meeting with Certified Angus Beef LLC

► The Association's new national advertising campaign consists of six ads, each schedule to appear for a three-month window during the next 18 months.

The first step in a value-added food chain.

Progressive Angus seedstock producers are equipped with information capable of improving your commercial operation in any given direction. The difference in Angus versus the others is you have a choice. Rely on the power of Angus data, industry leading technology, continuing research and unmatched value-added marketing opportunities. Choose the end point most profitable for you, choose your genetics and choose an Angus seedstock supplier equally committed to your success. **Angus, the power of people and progress.**

ANGUS
The Business Breed

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A solid business relationship powered by Angus.

Profit potential for both cattle feeders and packers relies on high-accuracy Angus genetics. Data indicates high percentage Angus cattle retained 807.50 lb beef more than low percentage Angus cattle, while yielding \$355.20/head more by improving average daily gain in the feeder. Certified Angus Beef® breed acceptance rates averaged from 11.4% to 37.1% when comparing low and high percentage Angus cattle. The feeder and packer — two diverse industry segments depending on predictable Angus genetics, create a seamless and profitable marketing system that retains a high-quality Angus product. **Angus, the power of people and progress.**

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Information required. Success expected.

The greatest risk management factor in the beef business is reliable genetic information. Results of Here's the Premium study show high percentage Angus calves are worth \$23/head more than non-Angus calves at auction. The use of muscle and protein tools such as color-value indexes (CVI) result in even more productivity. Progeny from high \$BEEF sires more than tripled the percent Prime while percent Select carcasses went out in half. High \$B progeny retained more than \$3.00 in premiums and had 10% carcass value advantage of more than \$32 when compared to typical industry sire values. **Angus, the power of people and progress.**

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(CAB) staff John Stika, Tracey Erickson and Larry Corah revealed a similar approach being taken for CAB's retail advertising. The opportunity for collaboration led to an invitation to bring representatives of each industry segment to Wooster, Ohio, for a photo shoot that would lend itself to both the Association's and CAB's advertising efforts.

Ad copy was written and schematics were drawn for six advertisements. Individuals were identified to represent the profiles, and in April the group met in Wooster. The all-star cast included commercial producer Joe Davis of Westminster, S.C.; Angus producer Kevin Yon of Ridge Spring, S.C.; feedlot operator Cindy Williams of Chappell Feedlot, Chappell, Neb.; Mark Sebranek, manager of Irsik and Doll Feedyard, Garden City, Kan.; Steve Hunt, Kansas City, Mo., chairman of the board for National Beef Packing Co. and CEO of U.S. Premium Beef; John Doherty, executive chef of New York City's renowned Waldorf=Astoria Hotel; and his CAB supplier, Marc John Sarrazin, owner of DeBragga & Spitzer, the first licensed CAB distributor in America.

CAB rolled out the red carpet with a dinner prepared by CAB Corporate Chef Scott Popovic the evening before the photo shoot, Tucker says. "They assigned seating, so the tables were mixed groups, and the dialogue was wonderful. Marc John, the purveyor who supplies Chef John his beef, was intrigued by the production process. It was so engaging when Joe Davis explained to him how he maintains his data, that it's all electronic and how he sorts it to make management decisions. It was really interesting dialogue."

"It was just a great opportunity to have



PHOTO BY CHRISTY JOHNSON

► Steve Hunt (left) and Mark Sebranek ham it up during the photo shoot in Wooster, Ohio, for the Association's national advertising campaign.

everybody representing each segment there and present," remarks Ty Groshans, director of commercial programs for the American Angus Association. "The dinner that we had the night before the shoot was just awesome, and the conversation that was going on between all the folks that were there was great. To hear them and how excited they were to learn about each other's segment of the industry, as well as what they did and where they were from, was just great."

A new campaign unveiled

That experience furthered the creative team's conviction that this was the correct approach for the advertising campaign for the Angus breed. In June they presented to the Board a series of six ads to be rolled out over an 18-month period, each ad being published for a three-month window.

The first ad, premiered in the September *Angus Beef Bulletin*, focuses on the commercial producer's connection with a seedstock supplier as the first step in a value-added food chain and the benefits gained by relying on Angus data, marketing opportunities and broad selection of seedstock suppliers.

The second ad, scheduled for release in December, features Hunt and Sebranek, and touts the profit potential for cattle feeders and packers who rely on high-accuracy Angus genetics. Ad No. 3 features Davis and Williams and highlights reliable genetic information as a means of attaining carcass premiums and a net carcass value advantage.

The fourth ad in the series concentrates on Sarrazin's and Chef Doherty's reliance on CAB to provide an unmatched eating experience and the premiums they are willing to pay for the brand. The fifth ad takes a pasture-to-plate approach, featuring Yon with Chef Doherty, and Ad No. 6 pulls all segments together with the headline, "The chain will not be broken."

Two additional ads will be developed to continue the campaign, Norton says. CAB's retail advertising campaign will complement the Association's by taking the same approach, using some of the same "models" and continuing the pasture-to-plate cooperation theme.

"We're going to take what we've done successfully in the past and we're going to tie this thing together from one end to the other," Crouch says. "We are on track to approach it with a united front, with every segment of the industry tied together."



Two ads will be developed to complete the campaign, which features the Angus advantage in science, technology and leadership for every industry segment.

People place the call. Angus answers.

Chief John Doherty, Executive Chef of New York City's renowned Waldorf=Astoria hotel and his beef supplier, Marc John Sarrazin are more than 3,000 miles from the heart of cattle country. Yet each relies on the Certified Angus Beef® brand to guarantee an unmatched eating experience. Meat buyers pay a premium for Certified Angus Beef® brand products and more than \$200 million in pig premiums have been returned to producers. Compared to USDA Select, a 200 lb. steer grading USDA Choice may really \$70 more wholesale value. It's not for the CAB brand, the value advantage increases to really \$130. **Angus, the power of people and progress.**

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Angus. The real pasture to plate story.

The connection between the seedstock producer and the chef's table is as simple as an 8 lb. beef portion. Producers Angus seedstock efficiently using science-based tools, technology and sound management is Kevin Yon's job. Expertise preparation of a tender, juicy and flavorful steak for a very discriminating customer is Chef John Doherty's job. Both trust Angus and the Certified Angus Beef® brand to get the job done. **Angus, the power of people and progress.**

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The chain will not be broken.

The food chain in America is not about false color. It's about quality. It's about passion. It's about people making a life-long investment in a global population of more than six billion people. Our food chain begins with an Angus genetic supplier in the morning breakfast and ends with a satisfied eating experience from the family dinner table to the Waldorf=Astoria. The strength of our food chain depends on a quality product with sustainable value from the pasture to the center of the plate. **Angus, the power of people and progress.**

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