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Certified Angus Beef LLC (CAB) is proud to work with Accelerated Genetics in identifying those bulls that can move the industry toward a common goal, high quality beef. With its clear focus on the production of Angus cattle to meet a growing demand for highly marbled beef, CAB recognizes the Accelerated Genetics lineup of Angus bulls as presenting very strong carcass genetics that can help cattlemen hit that CAB target.

Progressive cattlemen realize they are not just in the cattle business anymore. On top of managing all of the other changing dynamics of their operation, they must also understand they are in the food and entertainment business as well. That may sound strange to some who haven't thought much about their cattle after they leave the ranch gate but times are different. Consumers are more demanding with their dollar. Beef has increased in retail price at a faster pace than pork and chicken and that means consumers expect more. Consumers buy beef because of taste and cattlemen can make sure the cattle they produce deliver on beef's great taste promise.

Over time, consumer signals have translated into marketing dollars for the producer. Fed cattle sold on a formula or grid are rewarded for their carcass quality. Even at times when the Choice-Select spread is narrow, those additional dollars including the CAB and Prime premiums play a significant role in determining if a set of cattle make or lose money. Feedlot managers understand this and seek those cattle with the genetic potential to grow and grade. Making that kind of feeder cattle is a sound strategy for long term success.

The latest National Beef Quality Audit suggests that the beef industry loses \$26.81 per head annually by not producing the quality grade mix desired by purveyors and retailers. That loss comes in the form of too much USDA Standard and Select and not enough Premium Choice and Prime. "Insufficient marbling" was listed as the number one concern of beef end-users in this same survey, and 5 of the top 10 concerns directly related to taste – flavor, juiciness and tenderness.

Without question, fertility, calving ease, mothering ability, efficiency, growth and structure are vital selection criteria. They have significant economic implications to your herd and need consideration when making your genetic decisions. But too many producers worry that selection for carcass traits and consumer acceptance has to come at the price of these other functional traits. Today, we have powerful genetic tools within Angus EPDs that allow breeders to add a carcass emphasis at the same time they are making progress in other areas. We compliment Accelerated Genetics on assembling a lineup of Angus sires that offer a balance of performance, maternal and carcass traits.

The single largest reason Angus-type cattle fail to qualify for CAB is not enough marbling. CAB has developed a *Best Practices Manual* to assist the cow-calf producer in raising calves that have more marbling potential and the ability to qualify for the CAB brand. Those best practices include recommendations on health, nutrition and implant strategies but everything starts with genetics. Varying with your cowherd, CAB has set forth EPD recommendations for marbling, \$Grid Index (\$G), backfat, and ribeye area. Recognizing that a large percentage of the Angus bulls in the Accelerated Genetics lineup meet or exceed those CAB *Best Practices Manual* recommendations, the company has designated those sires with the CAB Targeting the Brand logo on its website at www.acceleratedgenetics.net

For your copy of the CAB *Best Practices Manual* or for more information on CAB, please visit www.CABPartners.com or contact your Accelerated Genetics representative.

Today's economic climate requires being on top of every aspect of your business. Assuring your customers a quality product should be at the forefront of all breeding decisions. That's why Accelerated Genetics has so many Angus sires with strong marbling potential, and we encourage you to consider these when making your mating decisions.

Sincerely,

Mark A. McCully
Director, Supply Development