



## Select Sires Angus Genetics Help You Hit the CAB Target



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Certified Angus Beef LLC is again privileged to be a part of the Select Sires beef directory. There are always challenges in this business, but these are certainly exciting times to be in the beef industry, and we hope you are looking to 2011 with the same optimism that we are.

The Certified Angus Beef® (CAB®) brand has continued to experience tremendous growth. Last year alone, consumers purchased 114 million pounds more than in 2009, as product marketed by our licensed partners worldwide surpassed three-quarters of a billion pounds. The consumer continues to tell us that highly marbled, great-tasting beef is where they want to spend their hard-earned dollar.

And now more than ever, it pays for you to build additional carcass merit into your genetic decisions. The Choice/Select spread has been growing through the Fall and Winter, and indicators point to that premium increasing. Strong domestic and export demand for highly marbled beef keeps pushing the economic incentive higher, strong financial signals for CAB® and Prime quality.

Fortunately for all in the beef industry, deciding between “gain” and “grade” is not an issue. Just look through the bull arsenal that Select Sires has assembled and you will find Angus bulls that excel within the breed for BOTH growth and carcass merit. What an opportunity to make huge genetic strides in your breeding program!

A recent analysis by Professional Cattle Consultants (PCC) of 440,000 head of feedlot steers revealed how gain and grade are not mutually exclusive traits. Comparing the low, middle, and highest profit groups, PCC determined that it is a combination of growth and carcass merit that determines feeding profits. The high profit group made about \$130 more per head, were 18 percent faster gaining, and had 28 percent more CAB®-quality carcasses than the low profit group. Now feedlots are facing higher corn costs, but managers understand the need to hit a Choice and CAB® brand target to make money. With potentially fewer days on feed, those cattle that can grow fast and grade quickly are in high demand.

Select Sires has made it very easy for you to direct your calf crop to a high quality target and the CAB® brand. One, through its diligent pursuit of some of the best Angus genetics in the industry, and two, by identifying those sires that meet the CAB® Best Practices Manual EPD recommendations. Look for the “Targeting the Brand” logo throughout the Angus section in the directory to help guide your decisions.

At CAB we thank you, the cattleman, for what you do to ensure a great eating experience for our beef consumers, and we compliment the people at Select Sires for their focus on bringing outstanding genetic choices to the cattle industry.

For more information on the CAB program or the CAB Best Practices Manual, please visit [www.CABpartners.com](http://www.CABpartners.com) or call (330) 345-2333.





**Select Sires Angus Bulls that meet or exceed the Marbling and \$Grid EPD Recommendations of the CAB® Best Practices Manual**

Stud Code	Name	Cowherd Genetics		Stud Code	Name	Cowherd Genetics	
		Angus or Other English Base	Continental Influenced Medium and Large Frame			Angus or Other English Base	Continental Influenced Medium and Large Frame
7AN207	Bextor	✓	✓	7AN307	Rito 7065	✓	✓
7AN221	Retail Product	✓		7AN308	Concrete	✓	
7AN222	Predestined	✓	✓	7AN310	Valuebull	✓	
7AN249	Big Eye	✓	✓	7AN311	Limelight	✓	✓
7AN255	5050	✓	✓	7AN313	Twenty/Twenty	✓	✓
7AN258	Total	✓	✓	7AN319	Thunder	✓	✓
7AN266	Redirect	✓	✓	7AN320	Prophet	✓	✓
7AN277	Prediction	✓	✓	7AN322	Progress	✓	✓
7AN278	Selective	✓	✓	7AN324	Rito 9B30	✓	✓
7AN282	Rito 6EM6	✓		7AN327	Workhorse	✓	
7AN285	Game On	✓	✓	7AN329	Mustang	✓	✓
7AN291	Symmtery	✓	✓	7AN331	Sterling	✓	✓
7AN294	Peer Reviewed	✓	✓	7AN333	Rito 954	✓	✓
7AN297	Insight	✓	✓	7AN334	Upside	✓	✓
7AN300	Ram Nation	✓	✓	7AN335	Hemisphere	✓	✓
7AN301	New Standard	✓	✓	7AN338	Summation	✓	✓
7AN303	New Day 454	✓	✓	7AN339	Rito 919	✓	✓
7AN304	Ambush 28	✓	✓				



Ask your Select Sires representative for a copy of the CAB Best Practices Manual or visit [www.CABpartners.com](http://www.CABpartners.com) to receive more information about adding value to your Select Sires influenced Angus calves.

