

Certified Angus Beef program launched in Ohio



Checking over the first carcasses to be evaluated for the American Angus Association Certified Angus Beef Program are Louis "Mick" Colvin, (left) director of the program and William Decker of Val Decker Packing Co., Piqua, Ohio, where the cattle were slaughtered.

A program designed to provide consumers with high quality, tasty, tender beef, every time they shop was launched in Columbus, Ohio, October 18 by the American Angus Association and Renzetti's IGA Food Markets.

The Certified Angus Beef, went on sale for the first time nationally in the two Renzetti's IGA Food Markets and the first day it accounted for over 50% of the two stores' regular beef sales, according to manager Bob Renzetti. "We are very happy with the early results," said Renzetti. "Our meat manager now thinks that we can devote two meat cases to Certified Angus

Beef instead of the one case as originally planned."

The national program was launched at the Renzetti store on Dublin-Granville Road in Columbus, by Ohio Governor James H. Rhodes, who issued a proclamation for the opening day event. The official proclamation cited the American Angus Association for taking the leadership in developing a program to supply consumers with high quality beef. The ceremonies were also attended by the president of the American Angus Association, Gilman Stewart, Greensburg, Ind.; Dr. C.K. Allen, executive secretary of the Association; Fred Johnson, Summitville,

Ohio, chairman of the Association's Beef Certification Committee; and Mick Colvin, director of the program for the American Angus Association. A gift of Certified Angus Beef was awarded to the first purchaser of the day. She was Mrs. Ella Whitt, of Otway, Ohio. Angus beef kabobs were served to the press and guests and to all the shoppers in the store.

"The Certified Angus Beef (CAB) program is designed simply to bring meat packers and retailers together in order to provide consumers with high quality beef and to eventually provide Angus breeders with a more profitable outlet for

their product," said Mick Colvin, director of the CAB program. "The American Angus Association sets up the certification standards and supervises and administers the program to insure that all the quality standards are met. In Phase II of the program we will identify cattle sired by registered Angus bulls at the farm or ranch and then follow them through the feedlot and packing plant, to the consumer."

The cattle for the initial program in Columbus are being slaughtered at the Val Decker Packing Co., Piqua, Ohio. Only about one-third of the Angus cattle that have been slaughtered to date

quality for the Certified Angus Beef stamp, according to William Decker, plant manager.

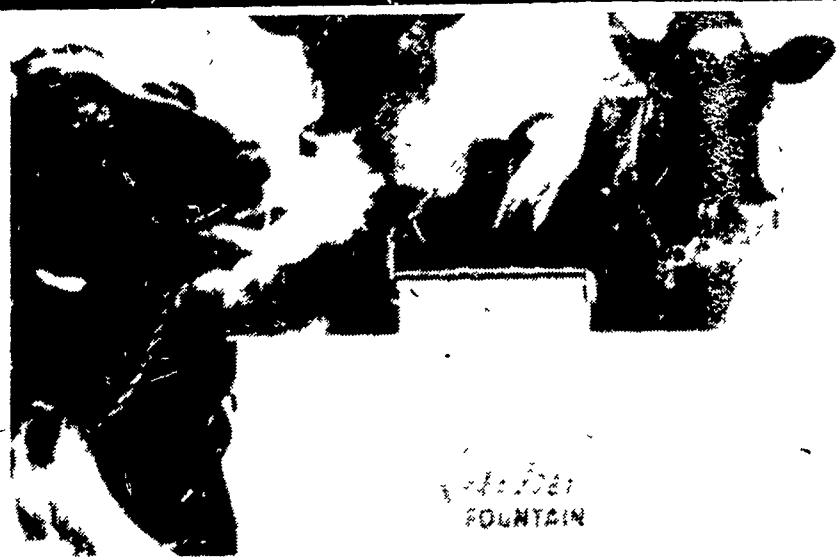
The American Angus Association does not take ownership of the cattle or the beef. The Angus cattle are obtained by the packer, and the carcasses or boxes of primal cuts are sold directly to the participating retail outlet. The packer receives a small premium from the retailer to compensate for the extra time and effort involved in selecting, identifying and handling the Angus carcasses, and to pay for the administration of the program.

Participating packers and retailers sign an agreement

with the American Angus Association, that spells out how the program is to operate. Both packer and retailer are subject to unannounced inspections by a CAB representative to insure that all the provisions of the program are being followed.

The American Angus Association, in addition to administering the program, furnishes carcass rolls, stamps and logo cuts to the packer for identifying carcasses and also for printing on boxes. The Association provides retailers with point of purchase display material, plus booklets and folders on

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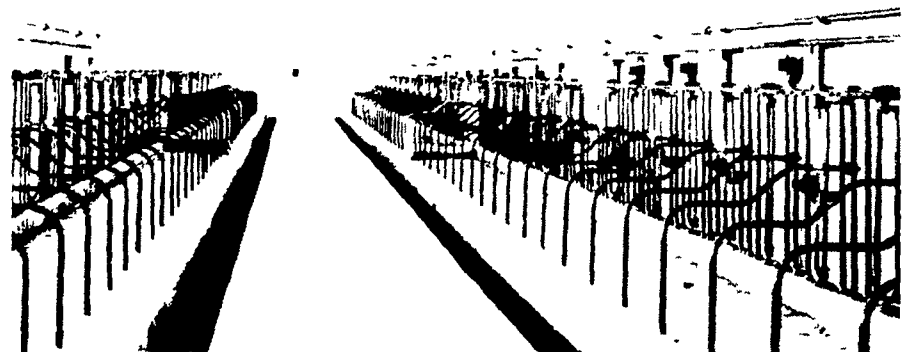
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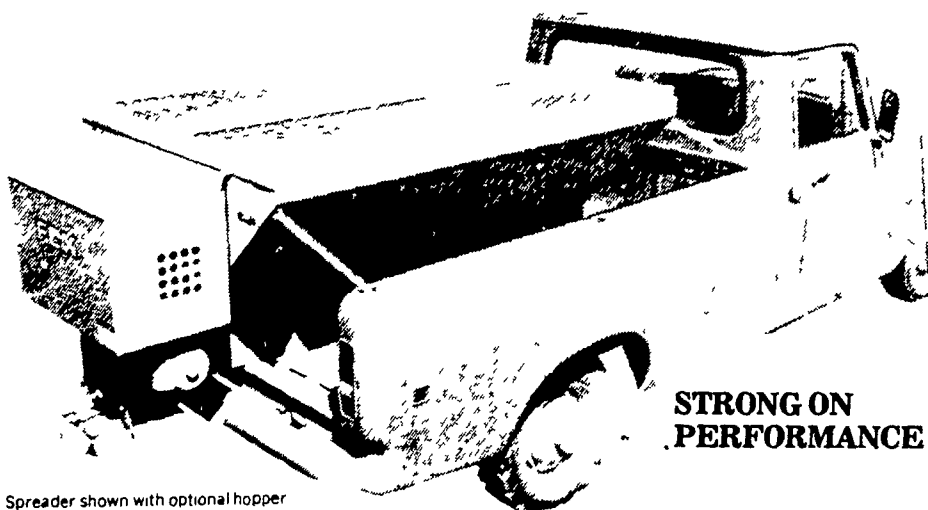
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