

VALUE-BASED MARKETING



A special report from

BEEF

Here are the latest listings of the U.S. beef industry's top **VALUE-BASED MARKETING ALLIANCES** for cattle and calves. This 2013 edition is the 16th annual listing by *BEEF* magazine and includes a total of 27 programs categorized by consumer-based programs and calf-based programs.

CONSUMER-BASED PROGRAMS focus on finding, feeding and marketing cattle according to predefined consumer product specifications.

CALF-BASED PROGRAMS are focused on procuring calves that fit specific value requirements. These program listings include contact information, history, specifications and premiums for each of these top value-based marketing programs.

An electronic version of these tables is available at

beefmagazine.com.

Photo by David Stoecklein

CONSUMER-BASED PROGRAMS

Alliance	Contact	Year estab.	Cattle in alliance in 2012	Average premium paid	Cost	Minimum head	Grids geared to QG, YG or both*	Par point on grid
Certified Angus Beef LLC, Feeding Partners www.cabpartners.com	Steve Suther, 785-889-4162, ssuther@certifiedangusbeef.com	CAB: 1978; Feeding Partners: 1998	About 200,000	Varies by packer/grid	None	1	Both	Varies with packer
Certified Angus Beef Natural www.cpartners.com/marketing/commercial.php	Steve Suther, 785-889-4162, ssuther@certifiedangusbeef.com	2003	>100,000	Varies with packer	None	Varies with packer	Both	N/A
Certified Hereford Beef LLC www.herefordbeef.org	Karla Richardson, 816-842-3757, krichardson@herefordbeef.org	1995	462,000	\$14-\$22/hd; age and source premium: \$35/hd	None	N/A	Both	Varies with packer
Consolidated Beef Producers www.consolidatedbeef.com	Bruce Cobb, 806-655-8955, bruce@consolidatedbeef.com	2000	1.5+ million marketings	Confidential and varies based on program	\$3,000 (one-time membership fee and cattle marketing service fee)	N/A	Both	Varies, depending on grid options
Country Natural Beef www.countrynaturalbeef.com	Stacy Davies, 541-573-1133, 31437 Hwy. 205, Frenchglen, OR 97736 or marketing@countrynaturalbeef.com	1986	45,000	Cost of production/return on investment	Responsibility of being member of co-op (9 days/year)	60	Both	High Select, low Choice YG1 & 2
Creekstone Farms Premium Beef www.creekstonefarms.com	Ryan Meyer, 620-741-3321, rmeyer@cfpbeef.com	1998	310,000	Conventionally fed black Angus \$15-\$50/hd, \$100-\$200/hd for Natural and Non Hormone-Treated Cattle Program	None	None	QG	Choice YG 3.3
Decatur Beef Alliance www.decaturfedyard.com	Warren Weibert, 785-470-1130, warren@decaturfedyard.com	1994	30,000	Varies	Approximately \$7/hd	Load lot of same sex	Both	Choice YG3
GeneNet www.genenetbeef.com	Dr. Ken Conway, 785-628-3004, genenet@eaglecom.net	1998	50,000	\$20 to \$90/hd	\$4/hd	20	Both	Choice YG3
Laura's Lean Beef www.laurasleanbeef.com/cattle	Scott Coakley, VP of Cattle Procurement, 800-392-9389, scoakley@meyerfoods.com	1985	50,000	\$135	None	None	Both	Multiple options. Call for information.
Meyer Natural Angus www.meyernaturalangus.com	Jim Norwood, 816-769-7334, jnorwood@meyerfoods.com , or Blake Angell, 785-410-3750, bangell@meyerfoods.com	1995	Confidential	\$150+/hd slaughter premium	None	None	QG	Select YG3
Nolan Ryan's All Natural Beef www.nolanryanbeef.com	Charlie Bradbury, 936-436-1622, cbradbury@nolanryanbeef.com	2000	Confidential	Varies	None	1	Both	Choice and Select, YG 3.9 or better
Nolan Ryan's Grass Fed Beef www.nolanryanbeef.com	Charlie Bradbury, 936-436-1622, cbradbury@nolanryanbeef.com	2012	Confidential	Varies	None	1	N/A	N/A
Painted Hills Natural Beef www.paintedhillsnaturalbeef.com	Will Homer, 541-763-2333, will.homer@natural-beef.com	1996	27,000	\$175/hd	None	40	QG	Choice
Performance Plus - Retained Ownership	Don Cain Jr., 888-269-8387, performance@alloisp.com	1993	Confidential	\$33.23/hd	\$7.50/hd	1	Both	N/A

*Key: Grids geared to QG = quality grade, YG = yield grade, Both = quality and yield grade

**Practices required: S = source verification, W = weaning, P = preconditioning, N = natural (i.e., typically prohibits the use of antibiotics and growth hormones)

Carcass weight on grid	Harvest states	Required genetics	Practices required**	Electronic ID capability	Retained ownership	Aligned with specific feeders, packers or retailers	Cow-calf producer postharvest premium
Varies with packer	CO, IA, ID, IL, KS, MI, MN, NE, PA, TX, WA, WI, UT, Canada	50% or greater Angus preferred	N/A	Y	Varies with feedlot	Network of North American feeders, 28 packers, 6,000 retailers, 8,000 restaurants and international distributors	Varies with feedlot
N/A	NE, UT	50% or greater Angus	N, S, never had implants, antibiotics or animal-derived feeds	Y	N	Tyson Foods and Niman Ranch	Varies with packer
600-1,000 lbs.	NE, KS	100% British, at least 50% Hereford	Corn feeding	Y	N	Greater Omaha Packing Co., National Beef Packing LLC, Hereford Verified feeders	Varies with packer
Varies, depending on grid options	TX, NM, OK, KS, CO, NE, WY, IA, MN, SD	N/A	Varies, depending on program specs	Y	N	Horizontal alliance with producers	N/A
600-830 lbs.	WA, CO	Cattle selected by biological type	S, N, food alliance certification, no ionophores, cattle source and age verified, no hormones, no antibiotics	Y	Y	Retailer: Natural Food Stores; Packer: AB Foods & Brush Meat Packer; Feeder: Beef Northwest	Cost of production/return on investment
600-950 lbs.	KS	Black Angus	Natural program requires never/ever affidavit from birth. Non-Hormone Treated Cattle Program and Omega Enhanced Program require third-party certification.	Y	N	Y	Y
550-1,000 lbs.	KS	< 25% Bos indicus	P, S, preweaning	Y	Y, 50%	Packer: Cargill Meat Solutions	N/A
535-1000 lbs.	NE, CO	None	None	Y	Doesn't matter	Packer: JBS	Y
600-900 lbs. steer/heifer	CO, WI	High percentage Continental	S, W, P, N	Y	N	N/A	For qualified producers, \$12/hd for Select/Standard less than YG2
600-1,000 lbs.	CO	Minimum 50% Red or black Angus	S, W, P, N	Y	N	Y	N
600-999 lbs.	TX	None, prefer Bos indicus, no dairy	N	N/A	Y	Feeder, packer, retailer	N
N/A	NE	None, early-maturing genetics, gainability on grass, fleshing ability	N, cattle never receive grain	N/A	N	N/A	N
700-1,000 lbs.	WA	Angus-based	S, N, no hormones, antibiotics or animal byproducts	Y	N	Feeder, packer, retailer	N/A
500-1,000 lbs.	IA, KS, NE, CO, MO, SD	50%-75% British, 25%-50% Continental	MSI scanned	Y	Y	Nebraska Corn co-op and its investor members and participating feedyards, based on contracts. This strategic alliance brings grassroots producers together with technology, cattle and corn/corn coproducts.	N

CONSUMER-BASED PROGRAMS

Alliance	Contact	Year estab.	Cattle in alliance in 2012	Average premium paid	Cost	Minimum head	Grids geared to QG, YG or both*	Par point on grid
Performance Plus - Sale Barn	Don Cain Jr., 888-269-8387, performance@alloisp.com	1993	Confidential	\$27.06/hd	\$8/hd	1	Both	N/A
Power Genetics www.powergenetics.com	Jason Anderson, 308-493-5604, jasona@powergenetics.com	1993	Confidential	Confidential	None	35	Both	Confidential
Snake River Farms www.agribeeff.com	Whitt West, 208-338-2500, 208-258-0304 (cell), whitt.west@agribeeff.com	1990	N/A	N/A	N/A	70	N/A	N/A
TwoRiver Cattle 7070 Beef redangus.org or simmental.org	TwoRiver Cattle LLC, Mark Guge, 515-231-6849, mguge@netins.net	2003	40,000	\$29/hd	\$4/hd	N/A	Both	Choice YG3A
U.S. Premium Beef LLC www.uspremiumbeef.com	Tracy Thomas, 866-877-2525, tthomas@uspb.com	1996	735,000	\$62.89/hd	Membership and delivery right access	20	Both	55% Choice YG3

CALF-BASED PROGRAMS

American Angus Association AngusSource Genetic www.angus.org	American Angus Association, Ginette Kurtz, 816-383-5100, gkurtz@angus.org	2003	135,000	Varies	\$50 enrollment and \$1/hd for visual tag, \$2.25 for ear tag and \$3.25/hd for Choice set	1	N/A	N/A
Circle A Feeders	Nick Hammett, 800-Circle-A, nick@circlearanch.com	2007	10,000	Top of mark + \$35/hd	None	10	QG	N/A
Cooperative Beef Solutions www.cooperativebeefsolutions.com	Willie Altenburg, 970-568-7881; Tim Davis, 800-584-0040; Dan Dorn, 888-675-2212; Joe Young, 800-858-4330; info@cooperativebeefsolutions.com	2003	N/A	\$15-\$25/hd management improvement	\$10-\$12/hd	1 load, 1 sex — will accommodate multiple owners	Both	Choice/3B
Gelbvieh Profit Partners, LLC www.profitpartnersllc.com	Slim Cook, 307-272-2024, slimck@tribcsp.com	2005	5,000	TBD by lot	None	Truckload	Both	N/A
MFA Health Track Beef Alliance www.mfahealthtrack.com	Mike John, 573-876-5573, mjohn@mfa-inc.com	1998	38,000	ASV & Vac 45 + weight gain	None for members	1	N/A	N/A
Red Angus Feeder Calf Certification Program www.redangus.org	Chelsea Tomascik, 940-387-3502, chelsea@redangus.org ; Myron Edelman, 307-351-6032, myron@redangus.org	1995	135,000	Depends on location	\$.99/hd or \$3/hd depending upon type of ear tag selected (visual or visual/EID combo set)	1	QG	Choice YG3
Schiefelbein Feeder Calf Alliance	Tim Schiefelbein, tschiefelbein@americanfoodsgroup.com	1995	25,000	Varies	Free to bull customers	1 load	Both	Varies on program
Verified Beef www.verifiedbeef.net	Ty McDonald, 406-867-2333, ty.mcdonald@verifiedbeef.net	1999	>200,000	Varies with marketing	Source and age, \$3 per head; includes EID tag	1	N/A	N/A

*Key: Grids geared to QG = quality grade, YG = yield grade, Both = quality and yield grade

**Practices required: S = source verification, W = weaning, P = preconditioning, N = natural (i.e., typically prohibits the use of antibiotics and growth hormones)

Carcass weight on grid	Harvest states	Required genetics	Practices required**	Electronic ID capability	Retained ownership	Aligned with specific feeders, packers or retailers	Cow-calf producer postharvest premium
500-1,000 lbs.	IA, KS, NE, CO, MO, SD	50%-75% British, 25%-50% Continental	MSI scanned, S, Vac 45	Y	Y	Nebraska Corn co-op and its investor members and its participating feedyards, based on contracts. This strategic alliance brings grassroots producers together with technology, cattle and corn/corn coproducts.	N
Confidential	Confidential	Power Genetics and/or greater than 50% Angus	S, W, P	Y	Y	Confidential	Y
N/A	WA	Wagyu	S, N	Y	N	Agri Beef Co.	Y
550-1,000 lbs.	NE, CO	None	None	Y	N	Packer: JBS	N
575-1,000 lbs.	KS, CA	Breeds with high-quality grade carcass traits	None	Y	N	Packer: National Beef Packing Co.	Y

N/A	All U.S.	Sired by a registered Angus bull – minimum of 50% Angus genetics	Genetic verification	Y	N	N/A	N
N/A	KS, NE, IL	Sire or dam purchased from Circle A Angus	S, W, P	Y	N	N	N
550-1,000 lbs.	KS	None	S	Y	Y	Feeder: Decatur County Feedyard; Packer: Excel; Genetics: Genex; Herd Management Programs: Midwest Micro Systems (Cow Sense)	Shared in proportion of retained ownership
N/A	NE, KS, WA, ID, UT, SD, IA, CO, TX	25% Gelbvieh influence	S and age verification	Y	N	Y	N
N/A	TX, KS, NE, MO, IL, IA	Low percentage Bos indicus and dairy	S, W, P, standardized nutrition (ASV Certified - Micro Beef PVP)	Y	N/A	N	N/A
550-975 lbs.	CO, NE, KS	50% Red Angus, calves must have one registered Angus parent	Source, age	Y	N	Cargill Meat Solutions, Meyer Natural Angus, US Premium Beef/National Beef, Decatur County Beef Alliance, Beef Northwest Feeders, GeneNet with JBS Swift, 70/70 grid with JBS Swift	N
Varies on program	Midwest to South Plains	Schiefelbein bulls	Preconditioning shots	Y	N	Yes, several	Depends on program
N/A	All U.S.	None	Source, age	Y	N	N	N