

VALUE-BASED MARKETING

A special report from

BEEF

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Here are the latest listings of the U.S. beef industry's top **VALUE-BASED MARKETING ALLIANCES** for cattle and calves. * This 2012 edition is the 15th annual listing by *BEEF* magazine and includes a total of 29 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. * Meanwhile, **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.

Alliance Web Address	Contact	Year estab.	Cattle in alliance in 2011	Average premium paid	Cost	Minimum head	Grids geared to QG, YG or both (see key at bottom of page)	Par point on grid	Carcass weight on grid	Harvest states	Required genetics	Practices required: S, W, P, N (see key at bottom of page)	Electronic ID capable	Retained ownership required	Aligned with specific feeders, packers or retailers	Cow-calf producer post-harvest premium
Certified Angus Beef, LLC Feedlot Licensing Program (FLP) <i>www.cabpartners.com</i>	Steve Suther, 785-889-4162 <i>ssuther@certifiedangusbeef.com</i>	CAB: 1978, FLP: 1998	About 200,000	Varies by packer/grid	None	1	Both	Varies with packer	Varies with packer	CO, IA, ID, IL, KS, MI, MN, NE, PA, TX, WA, WI, UT, CAN	50% or greater Angus preferred	N/A	Y	Varies with feedlot	80 feeders, 28 packers, 6,000 retailers, 8,000 restaurants and international distributors	Varies with feedlot
Certified Angus Beef Natural <i>www.cabpartners.com/marketing/commercial.php</i>	Steve Suther, 785-889-4162 <i>ssuther@certifiedangusbeef.com</i>	2003	>100,000 head	Varies with packer	None	Varies with packer	Both	N/A	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
Certified Hereford Beef, LLC <i>www.herefordbeef.org</i>	Karla Richardson, 816-842-3757 <i>krichardson@herefordbeef.org</i>	1995	462,000 head	\$14-\$22/hd; age and source premium: \$35/hd	None	N/A	Both	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
Consolidated Beef Producers <i>www.consolidatedbeef.com</i>	Bruce Cobb, 806-655-8955 <i>bruce@consolidatedbeef.com</i>	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	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
Country Natural Beef <i>www.countrynaturalbeef.com</i>	Stacy Davies, 541-495-2263, 31437 Hwy 205, Frenchglen OR 97736, marketing@countrynaturalbeef.com	1986	45,000 head	Cost of production/return on investment	Responsibility of being member of co-op (9 days/year)	60	Both	High Select, low Choice YG1 & 2	600-830 lbs.	WA, CO	Cattle selected by biological type	S, N, food alliance certification, no ionophores, cattle owned from birth, no hormones, no antibiotics	Y	Y	Retailer – Natural Food Stores, packer – AB Foods, Feeder – Beef Northwest	Cost of production/return on investment
Creekstone Farms <i>www.creekstonefarms.com</i>	Ryan Meyer, 620-741-3321 <i>rmeyer@cfpbeef.com</i>	1998	310,000 head	\$35/hd for source and age verified, \$100-\$200/hd for natural and NHTC	None	None	QG	Choice YG 3.3	550-950 lbs.	KS	Black Angus	S and age-verified program required third-party certification. Natural program requires never/ever affidavit from birth. Non-Hormone Treated Cattle Program (NHTC) requires third-party certification.	Y	N	Y	Y
Decatur Beef Alliance <i>www.decaturfeedyard.com</i>	Kevin Unger 888-675-2212 <i>kevin@decaturfeedyard.com</i>	1994	30,000 head	Varies	Approximately \$7/hd	Load lot of same sex	Both	Choice YG3	550-1,000 lbs.	KS	< 25% <i>Bos indicus</i>	P, S, preweaning	Y	Y, 50%	Packer – Cargill Meat Solutions	N/A
GeneNet <i>www.genenetbeef.com</i>	Dr. Ken Conway, 785-628-3004 <i>genenet@eaglecom.net</i>	1998	70,000 head	\$20 to \$90/hd	\$4/hd	20	Both	Choice YG3	535-1000 lbs.	NE, CO	None	None	Y	Doesn't matter	Packer – JBS	Y
Laura's Lean Beef <i>www.laurasleanbeef.com/cattle</i>	Scott Coakley, VP of Cattle Procurement, 800-392-9389 <i>scoakley@meyerfoods.com</i>	1985	70,000 head	\$135	None	None	Both	Multiple options. Call for information.	600-900 lbs. str/hfr	CO, WI	High percentage Continental	N, S, W, P	Y	N	N/A	For qualified producers, \$12/hd for Sel/ST less than YG2
Meyer Natural Angus <i>www.meyernaturalangus.com</i>	Jim Norwood, 816-769-7334 <i>jinorwood@meyerfoods.com</i> or Blake Angell, 785-410-3750 <i>bangell@meyerfoods.com</i>	1995	Confidential	\$150+/hd slaughter premium	None	None	QG	Select YG3	600-1,000 lbs.	CO	Minimum 50% Red or Black Angus	S, W, P, N	Y	N	Y	N
Nolan Ryan's All Natural Beef <i>www.nolanryanbeef.com</i>	Charlie Bradbury, 936-436-1622 <i>cbradbury@nolanryanbeef.com</i>	2000	Confidential	Varies	None	1	Both	Choice and Select, YG 3.9 or better	600-850 lbs.	TX	None, prefer <i>Bos indicus</i> , no dairy	N	N/A	N	Feeder, packer, retailer	N
Nolan Ryan's Grass Fed Beef <i>www.nolanryanbeef.com</i>	Charlie Bradbury, 936-436-1622 <i>cbradbury@nolanryanbeef.com</i>	2012	Confidential	Varies	None	1	N/A	N/A	N/A	NE	None, early maturing genetics, gainability on grass, fleshing ability	N, cattle never receive grain	N/A	N	N/A	N
Painted Hills Natural Beef <i>www.paintedhillsnaturalbeef.com</i>	Will Homer, 541-763-2333 <i>will.homer@natural-beef.com</i>	1996	27,000 head	\$175/hd	None	40	QG	Choice	700-1,000 lbs.	WA	Angus-based	S, N, no hormones, antibiotics or animal byproducts	Y	N	Feeder, packer, retailer	N/A
Performance Plus - Retained Ownership	Don Cain Jr., 888-269-8387 <i>performance@alloisp.com</i>	1993	Confidential	\$33.23/hd	\$7.50/hd	1	Both	N/A	500-1,000 lbs.	IA, KS, NE, CO, MO, SD	50-75% British, 25-50% Continental	MSI scanned	Y	Y	Nebraska Corn COOP & their investor members and its participating feedyards, based on contracts.	N

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)

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Performance Plus - Sale Barn	Don Cain Jr., 888-269-8387 <i>performance@alloisp.com</i>	1993	Confidential	\$27.06/hd	\$8/hd	1	Both	N/A	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 COOP & their investor members and its participating feedyards, based on contracts.	N
Power Genetics <i>www.powergenetics.com</i>	Jason Anderson, 308-493-5604 <i>jasona@powergenetics.com</i>	1993	Confidential	Confidential	None	35	Both	Confidential	Confidential	Confidential	Power Genetics and/or greater than 50% Angus	S, W, P	Y	Y	Confidential	Y
Snake River Farms <i>www.agribeeff.com</i>	Wade Small, 208-338-2500, (cell) 208-243-1813 <i>wade.small@agribeeff.com</i>	1990	N/A	N/A	N/A	70	N/A	N/A	N/A	WA	Wagyu	S, N	Y	N	Agri Beef Co.	Y
TwoRiver Cattle 7070 Beef <i>redangus.org or simmental.org</i>	TwoRiver Cattle LLC, Mark Guge, 515-231-6849 <i>mguge@netins.net</i>	2003	40,000 head	\$29/hd	\$4/hd	N/A	Both	Choice YG3A	550-1,000 lbs.	NE, CO	None	Premium for S & age cattle with PVP certification	Y	N	Packer – JBS	N
U.S. Premium Beef, LLC <i>www.uspremiumbeef.com</i>	Tracy Thomas, 866-877-2525 <i>tthomas@uspb.com</i>	1996	735,000 head	\$41.45/hd	Membership and units access	20	Both	55% Choice YG3	575-1,000 lbs.	KS, CA	Breeds with high-quality grade carcass traits	None	Y	N	Packer – National Beef Packing Co.	Y

Calf-Based Programs

American Angus Assn. AngusSource <i>www.angussource.com</i>	American Angus Assn., Ginette Kurtz, 816-383-5100 <i>gkurtz@angus.org</i>	2003	144,000 head	Varies	\$50 enrollment and \$1/hd for visual tag, \$2.25 for e. tag and \$3.25/hd for Choice set	1	N/A	N/A	N/A	All U.S.	Sired by a registered Angus bull – minimum of 50% Angus genetics	S, age, genetic verification	Y	N	For genetic verification – Tyson Fresh Meats	N
Circle A Feeders	Nick Hammett, 800-Circle-A <i>nick@circlearanch.com</i>	2007	10,000 head	Top of mark +\$35/hd	\$0	10	QG	N/A	N/A	KS, NE, IL	Sire or dam purchased from Circle A Angus	S, W, P	Y	N	N	N
Cooperative Beef Solutions <i>www.cooperativebeefsolutions.com</i>	Willie Altenburg, 970-568-7881, Tim Davis, 800-584-0040, Dan Dorn, 888-675-2212, Joe Young, 800-858-4330 <i>Info@cooperativebeef solutions.com</i>	2003	N/A	\$15-\$25/hd management improvement	\$10-\$12/hd	1 load, 1 sex – will accommodate multiple owners	Both	Choice/3B	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
Gateway <i>www.angussource.com</i>	American Angus Assn., Ginette Kurtz, 816-383-5100 <i>gkurtz@angus.org</i>	2009	N/A	Varies	\$50 enrollment and \$2/hd for visual tag, \$3 for e. tag and \$5/hd for Choice set	1	N/A	N/A	N/A	All U.S.	None	S, age verification	Y	N	N	N
Gelbvieh Profit Partners, LLC <i>www.profitpartnersllc.com</i>	Slim Cook, 307-272-2024 <i>slimck@tribcsp.com</i>	2005	4,000 head	TBD by lot	None	Truckload	Both	N/A	N/A	NE, KS, WA, ID, UT	25% Gelbvieh influence	S and age verification	Y	N	Y	N
MFA Health Track Beef Alliance <i>www.mfahealthtrack.com</i>	Mike John, 573-876-5573 <i>mjohn@mfa-inc.com</i>	1998	39,000 head	ASV & Vac 45 + weight gain	None for members	1	N/A	N/A	N/A	TX, KS, NE, MO, IL	Low % <i>Bos indicus</i> and dairy	S, W, P, standardized nutrition (AVS Certified - Micro Beef PVP)	Y	N/A	N	N/A
NEMO Premier Beef Marketers, LLC	Imogene Latimer, 573-439-5283 <i>klatimer@marktwin.net</i>	N/A	350 head	Depends on year and feedlot results	Call for information	1	Both	N/A	550-1,000 lbs.	KS, NE, IA	50% Angus or more	W, P, S and age verification	Y	Y	USPB and others	N/A
Red Angus Feeder Calf Certification Program <i>www.redangus.org</i>	Chelsea Tomascik, 940-387-3502 <i>chelsea@redangus.org</i> Myron Edelman, 307-351-6032 <i>myron@redangus.org</i>	1995	135,000 head	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	550-975 lbs.	CO, NE, KS	50% Red Angus, calves must have one registered Angus parent	S, 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
Schiefelbein Feeder Calf Alliance	Tim Schiefelbein <i>tschiefelbein@americanfoods group.com</i>	1995	25,000 head	Varies	Free to bull customers	1 load	Both	Varies on program	Varies on program	Midwest to South Plains	Schiefelbein bulls	Preconditioning Shots	Y	N	Yes, several	Depends on program
Verified Beef <i>www.verifiedbeef.net</i>	Ty McDonald, 406-867-2333 <i>ty.mcdonald@verifiedbeef.net</i>	1999	>200,000 head	Varies with marketing	Source and Age - \$3/hd includes EID tag	1	N/A	N/A	N/A	All U.S.	None	Source, Age	Y	N	N	N

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