



# THE ANGUS LINK

by **BILL BOWMAN**, *director of commercial relations, American Angus Association*

## Don't take breeding decisions too lightly

Welcome to 1999. We will all look back on 1998 as a trying year for the beef industry. Continuing low prices, overabundance of meat supplies, shrinking demand, import issues, captive supply, red ink – we have been inundated with serious issues that have created much passionate discussion but no definite solutions. No doubt, whatever your position in the beef industry, you are still faced with the normal, everyday work of feeding cows, calving cows and breeding cows, much like any other year.

We must look beyond the current market and market situation as we make decisions in the coming months that will affect our production in the coming years. The bulls to which we breed our cows this spring will be responsible for the progeny that arrive at consumer tables in 2001. The females produced by these matings will influence the makeup of our cow herds for the next decade. Don't take this decision too lightly.

### A bright spot

Despite downward shifts in overall demand for beef, the role of Angus cattle in the beef industry has provided a bright star for producers to follow. The Certified Angus Beef (CAB) Program again enjoyed a tremendous year, with about 411 million pounds (lb.) sold through the program during fiscal 1998. Other Angus-based branded programs also enjoyed tremendous growth during the past year, indicating a strong and growing consumer demand for consistent, high-quality beef.

The demand by the U.S. packer base to acquire cattle to meet the supply needs of these Angus-based branded programs has created some favorable marketing options for predictable, high-quality cattle. This demand has been transmitted to the feeder-calf level at some of the special Angus-influence sales we have followed this fall. In sales from Virginia to Idaho, Angus-sired calves with information available on their genetic backgrounds and preconditioning programs have generated a solid \$3-\$8/hundredweight (cwt.) premium over the normal weekly markets in the given areas.

The added value of Angus genetics is even further emphasized when considering the sale of Angus-sired heifer calves or bred heifers. While most times we see heifer calves selling at \$5-\$10/cwt. less than their steer herd mates, the identified Angus heifers with known genetics

behind them have sold in many of the Angus-influenced sales this fall at prices even with or at a premium compared to the steer price.

An even larger advantage has been seen in bred-heifer sales this fall. Heifers sired by superior Angus sires and rebred to proven Angus calving-ease bulls sold in many instances at \$100, \$200, even \$300 higher than black-hided heifers with no genetic background provided. Identified, predictable genetics do pay.

We continue to see the commercial cow herds across the country turning black, and Angus genetics have further established their stronghold as a dominant breed in the commercial cow mix.

This has caused a renewed frenzy by other breed organizations and institutions advocating their respective breeding plans as the optimal cross on the Angus female. Before tipping your program toward one of these breeding systems (the "hybrid vigor bandwagon"), carefully consider all the Angus advantages, including the economic benefit in producing Angus-sired cattle and the convenience traits associated with the Angus female in the commercial cow herd.

### Marketing tools

Our marketing scenarios from the fall further document the drastic need for producers to identify both the genetic makeup and genetic potential of the cattle they sell. Whether you market through the local auction, a video auction or from the ranch, the need for providing a profile on your cattle to receive top dollar has never been greater.

Take advantage of programs like the American Angus Association's Angus Resource Clearinghouse Network (ARCNet) to expose your cattle to potential buyers. The need to identify your production beyond the ranch also may provide some direction and the necessary economic data your operation needs to focus on least-cost production in the future.

To provide genetic direction, the registered Angus bulls you purchase are backed by the world's largest and most accurate database. That database gives you the opportunity to accurately make adjustments to your breeding program. Simply put, if you want more pounds, you can select for growth. Milk, calving ease, ribeye area, marbling and mature size are all easily influenced traits you can improve by

simply using the Angus Sire Evaluation Report.

Continue to receive your personal copy of that report and the Angus Beef Bulletin by asking your seedstock supplier to transfer to you the registration of the Angus bull(s) you purchase(d). In doing so, you'll also have the performance pedigree of your herd sire to show potential buyers of your calves.

As you consider your bull needs for the coming breeding season, consider the true value of the calf crop you are about to make. Through a coordinated management system, the Angus advantages give you more options to market your production in an industry that must continue to focus on consistency and quality of a consumer-friendly end product.



The American Angus Association established the Commercial Relations Department to coordinate its work with commercial producers and to develop new programs encouraging the production of high-quality Angus cattle that meet Certified Angus Beef (CAB) Program live and carcass specifications; supplying all marketers of Angus-based beef products with desirable Angus genetics; and creating higher prices for genetically superior Angus and Angus-based cattle.

The ARCNet listing is a free service provided to buyers of registered Angus bulls. Regardless of your marketing strategy, ARCNet can help you by facilitating the exchange of information among industry segments about commercial cattle entering the marketing channels.

To participate, just complete the listing forms provided on pages 21 and 22; then mail, fax or e-mail them to the Commercial Relations Department at the Association.



## ARCNet Cattle Listing Form — Feeder Cattle

**American Angus Association**  
**Commercial Relations Department**  
 3201 Frederick Blvd., St. Joseph, MO 64506  
 phone: (816) 383-5109 ♦ fax: (816) 233-9703  
 e-mail: bbowman@angus.org

**Instructions:**

*This information will be compiled and listed on the ARCNet Web site at www.angus.org and will be supplied to potential buyers upon request.*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Breed makeup of cow herd: \_\_\_\_\_ Percent of calves with black hides: \_\_\_\_\_

Do you have past performance history on your calves? (circle yes or no)  
 Feedlot: Yes No      Carcass: Yes No      Other history (specify): \_\_\_\_\_

### Marketing Plan

- |  |                         |
|--|-------------------------|
| <input type="checkbox"/> Auction market      | Company: _____          |
| <input type="checkbox"/> Video auction       | Location: _____         |
| <input type="checkbox"/> Private-treaty sale | Approximate date: _____ |

Steer Calves	Heifer Calves	Registration numbers of Angus sires used
Total head: _____	Total head: _____	_____
Months calved: _____	Months calved: _____	_____
Shipping wt.: _____	Shipping wt.: _____	_____
Date available: _____	Date available: _____	_____
		_____
		_____

Weaned	Vaccination	Booster
<input type="checkbox"/> Not weaned	IBR	<input type="checkbox"/>
<input type="checkbox"/> 0 - 2 weeks	BVD	<input type="checkbox"/>
<input type="checkbox"/> 2 - 4 weeks	PI <sub>3</sub>	<input type="checkbox"/>
<input type="checkbox"/> 4+ weeks	BRSV	<input type="checkbox"/>
<input type="checkbox"/> Bunk broke	<i>Pasteurella haemolytica</i>	<input type="checkbox"/>
	Clostridial organisms	<input type="checkbox"/>
	<i>Haemophilus somnus</i>	<input type="checkbox"/>
<input type="checkbox"/> Implants	Other:	<input type="checkbox"/>



## ARCNet Cattle Listing Form — Replacement/Breeding Females

**American Angus Association  
Commercial Relations Department**  
3201 Frederick Blvd., St. Joseph, MO 64506  
phone: (816) 383-5109 ♦ fax: (816) 233-9703  
e-mail: bbowman@angus.org

**Instructions:**

*This information will be compiled and listed on the ARCNet Web site at www.angus.org and will be supplied to potential buyers upon request.*

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Breed makeup of cow herd: \_\_\_\_\_ Percent of calves with black hides: \_\_\_\_\_  
 Percent of black-hided crossbred females (BWF/brockel face): \_\_\_\_\_

Marketing Plan	
<input type="checkbox"/> Auction market	Company: _____
<input type="checkbox"/> Video auction	Location: _____
<input type="checkbox"/> Private-treaty sale	Approximate date: _____

Registration numbers for sires of heifers/cows	For bred heifers/cows, please include this information	Registration numbers of service sires
_____	Total head: _____	_____
_____	Age: _____	_____
_____	Calving due dates: _____ to _____	_____
_____	AI bred: Yes No	_____
_____	Pregnancy check to AI: Yes No	_____
_____	Synchronized: Yes No	_____
_____	Individual ID: Yes No	_____

Do you have past performance history on your calves? (circle yes or no)  
 Feedlot: Yes No      Carcass: Yes No      Other history (specify): \_\_\_\_\_