

ASSOCIATION LINK



First 18 qualify for CAB 30-0 Program

Since becoming licensed, the following feedlot partners each have fed and managed at least one group of cattle qualifying for the 30-0 Program. Acceptable groups must achieve at least a 30% Certified Angus Beef™ acceptance rate and be free of any "out" or "discount" carcasses.

- Boise Valley Feeders, Parma, Idaho
- CSA Cattle Co. LLC, Leoti, Kan.
- D&D Feedlots, London, Ohio
- Darnall Feedlots, Harrisburg, Neb.
- El Oro Cattle Feeders, Moses Lake, Wash.
- Gregory Feedlots Inc., Tabor, Iowa
- Heartland Feeders II, McCook, Neb.
- Hergert Feeding Co., Mitchell, Neb.
- Hergert Land & Cattle Co., Greeley, Colo.
- McPherson County Feeders Inc., Marquette, Kans.
- Pudenz Feedlot, Plainview, Neb.
- Ryan Farms, Cresco, Iowa
- Samson Inc., Platte Center, Neb.
- Sandhills Cattle Feeding Inc., Bassett, Neb.
- Sellers Feedlot, Lyons, Kan.
- Snake River Cattle Feeders, American Falls, Idaho
- T-Bone Feeders, Goodland, Kan.
- Trelay Farms Inc., Livingston, Wis.



Cargill-Alberta joins CAB

Cargill's plant in High River, Alberta, has begun working with the Canadian Food Inspection

Agency and the Canadian Beef Grading Agency to identify and to certify carcasses meeting CAB standards. Cargill's is the second plant in Canada licensed by Certified Angus Beef LLC (CAB), joining IBP's Lakeside plant.

With the quantity of Angus-type cattle in Canada, there is the potential for 7.3 million pounds (lb.) of Canadian-produced CAB products per year. U.S.-certified products still will augment the 15 million lb./year purchased by restaurant and retail licensees in that country.

Make World Forum reservations now

The deadline is approaching for reserving your trip to Scotland for the 2001 World Angus Forum and Tour. Held every four years, the World Angus Forum brings together Angus breeders from around the world to collaborate on Angus issues.

Stirling, Scotland, is the site for the 2001 World Angus Forum. The American Angus Association is offering a tour package for breeders who are interested in attending. Two options are available. The Scotland-only tour

departs June 12 and returns June 23. It includes a pre-Forum tour of Scotland and the Forum program in Stirling. The second tour departs June 12 and returns July 6 and includes an additional tour to Wales, Ireland and England.

Both packages include airfare, transportation, hotels and most meals during the stay. To make a reservation, call Terry Steele at Anchors Away Cruises & Tours at 1-800-527-8666, Ext. 203, or send e-mail to terrys@anchorsawaycruises.com. Deposits must be made soon, so make your reservation as soon as possible.

NJAA on the Internet

Young cattlemen should check out the National Junior Angus Association (NJAA) Web site. The site can be found at www.angus.org/njaa or can be accessed by going to the Association Web site at www.angus.org and clicking on the "Junior Activities" link.

The site includes information about junior programs and activities and a list of the NJAA Board of Directors, plus much more.

Association can help with junior transfers

If you know of a junior member who has purchased an animal to show and has not received the transfer papers, help is available. If the papers are needed for a show, contact the Association at least two weeks prior to the show's ownership deadline. Every effort will be made to get the transfer processed in time. Remember, however, late transfers are never accepted, regardless of the reason.



Producer finds success

Cattleman and restaurateur Ken Found has a direct link to the breed and the brand. In October, AgVision Television interviewed Found to introduce Canadian CAB production to 2.25 million viewers in Ontario and 750,000 in the rest of Canada. He and CAB President Jim Riemann were on the Oct. 21 broadcast. The cable show can be seen on the station's Web site (www.eharvest.com/agvisiontv) and will be rebroadcast in April.

Commercial real estate is Found's main business concern, but it is not his first love.

Feedlot Licensing Program profile

- 64 licensed feedlots in 18 states
- One-time capacity = 709,000 head
- Average one-time capacity = 11,000 head
- One-time capacity range = 100 to 70,000 head
- Annual marketings = 1.5 million head



Fig. 1: Licensed feedlots by capacity

Capacity	No. of feedlots	Capacity	No. of feedlots
<1,000	12	15,001 - 20,000	2
1,001 - 5,000	21	20,001 - 30,000	9
5,001 - 10,000	9	30,001 - 50,000	3
10,001 - 15,000	6	>50,000	2

Fig. 2: Licensed feedlots by state

State	No. of feedlots	Avg. capacity	State	No. of feedlots	Avg. capacity
Kansas	17	20,000	Wisconsin	2	750
Nebraska	12	8,300	Minnesota	1	2,000
Iowa	11	1,600	Missouri	1	2,000
Colorado	3	3,800	New Mexico	1	27,000
Texas	3	24,300	Oklahoma	1	14,000
Idaho	2	21,000	Pennsylvania	1	250
Illinois	2	600	South Dakota	1	4,000
Montana	2	8,000	Virginia	1	200
Ohio	2	1,300	Washington	1	57,000

Angus cattle are. When rented farmland earned poor returns, Found decided to indulge his desire. He started a small Angus seedstock operation.

Last year, when a restaurant in a building he owned closed, he partnered with Frank Peters to establish Hobart's Bar & Steak House in Lindsay, Ontario. Peters became the managing partner, bringing extensive experience in restaurant management to the table. They decided to fill the empty niche in the community for a quality steak house with the CAB brand.

Even though they knew the high quality standards of the CAB brand, they wanted to learn more. CAB's efforts to ensure that the product is genuine and the extensive marketing assistance impressed them. A warehouse of marketing materials, menu-design services and a specialized marketing manager made their job easier.

"We didn't have to think up all this stuff," Found says. "We said, 'The backup is here; let's use it.'"

"I am a big believer in brands," Peters says. "As an independent, how do you get the instant credibility of a brand? We feel the Certified Angus Beef brand gives us that. It gives us the value of a franchise without being one."

"When we first opened, we thought there was a fuzzy image in the public's mind of Angus being a quality name," Found says. "Now we have people coming – most of our customers I believe – because we offer Certified Angus Beef cuts."

"There is immediate anticipation when customers are aware we offer Certified Angus Beef cuts. They know they are going to have a

better steak than the typical restaurant offers," Peters says.

Giving due credit

The core of the Angus Beef Bulletin mailing list consists of cattlemen who are not members of the American Angus Association who have had a registered Angus bull transferred to their name within the last three years. By transferring the registration paper to you, your seedstock supplier has added value to your purchase in the form of documented predictable genetics.

That performance registration certificate (PRC) documenting your bull's expected progeny differences (EPDs) for maternal, growth and carcass traits can be a valuable asset as you try to merchandise the bull's progeny or place them in a feedyard. It can also be an asset when trying to join an alliance or when making future bull-buying decisions.

As the responsibility for transferring the registration paper is that of your seedstock supplier, we felt it appropriate to give credit where credit is due. The mailing label on this Angus Beef Bulletin gives credit to the seedstock supplier of the bull most recently transferred to your name.

Angus Foundation Heifer Package sells for record of \$101,000

A standing-room only crowd of Angus supporters from across the country gathered Jan. 11 in Denver, Colo., for the opportunity to bid on the 2001 Angus Foundation Heifer Package. A new record was set as Duery Menzies, general manager, and David Dewhurst, owner of Falcon Seaboard Ranches, Fredericksburg, Texas, placed the top bid of

\$101,000 for the heifer package featuring the pick of the Sitz Angus 2000 heifer calf crop. Kahn Cattle Co., Rydal, Ga., was the contending bidder.

Sitz Angus of Harrison and Dillon, Mont., donated the pick of their 2000 heifer calf crop to the Angus Foundation.

In addition to the heifer, the package included 30 days of insurance provided by American Live Stock Insurance, transportation by Lathrop Livestock Transportation, a flush and implantation of three embryos by Trans Ova Genetics, Ivomec® provided by Merial, Vira Shield® 5 provided by Grand Laboratories, a 30-day banner ad provided by the Angus Journal Web Marketing Department, and the Angus Information Management Software (AIMS) provided by the American Angus Association.

The Angus Foundation Heifer Package was initiated in 1980 to raise funds to start the Angus Foundation. A package is sold annually in conjunction with Angus activities at the National Western Stock Show (NWSS). Proceeds support youth, education and research.

Each year the Angus Foundation provides numerous awards and scholarships to junior Angus members. Last year the Angus Foundation awarded more than \$25,000 in scholarships.

For more information about the Angus Foundation or joining the NJAA, contact James Fisher, director of junior activities, at (816) 383-5100.

