

ASSOCIATION LINK

Explore the 2001 World Angus Forum

It's not too soon to begin planning your trip to the 2001 World Angus Forum. Explore the home of the breed as the Aberdeen-Angus Cattle Society will host the event in Scotland June 12-July 5, 2001.

The American Angus Association will offer travel packages to the Forum, similar to those offered in past years. Pre-Forum and post-Forum tours will be offered as packages, which will include travel and accommodations.

Exact details and prices should be available soon. Terry Steele, Anchors Away Cruises and Tours, is making arrangements for the U.S. delegation. For more information, call him directly at 1-800-527-8666, Ext. 203.

2000 National Angus Conference

The Association's 2000 National Angus Conference and tour is set for Sept. 25-27 in Lexington, Ky. As in years past, a two-day tour, this year hosted by the Kentucky Angus Association, will be offered with the conference, which will feature speakers from all segments of the beef industry.

This year's conference program has been reduced from two days to one. Check upcoming issues of the Angus Beef Bulletin for a schedule and additional information on this great event.

API produces searchable sale books online

Cattle producers looking for Angus genetics can start their search at www.angusproductions.com, a Web site that features online searchable sale books. Angus Productions Inc. (API), which produces the Angus Journal and the Angus Beef Bulletin, has created the Web site as part of its Web marketing program.

The online sale books are searchable by farm or family name, location, and date of sale. The complete sale book, with pictures, pedigrees, expected progeny differences (EPDs) and ad footnotes, is available for viewing.

"These sale books allow breeders to find the genetics they need for their individual herds," says Angie Stump Denton, director of the Web Marketing Department. "The sale books are searchable by growth and carcass EPDs, sire and sex of animal."

Currently, more than 20 sale books are available online, representing sales from all parts of the United States. The sale books include directions to the sale site and names and phone numbers of the sale managers or consultants. Information to request a hard copy of the sale book is also available.

For more information about the searchable

sale books or the Web Marketing Department, contact Denton at astump@angusjournal.com or (816) 383-5200.

First live coverage

The Angus Journal/Angus Beef Bulletin staff provided its first live coverage of an event during the National Western Stock Show (NWSS). Angie Denton, Web marketing director, posted the results of NWSS Angus activities within hours of each event's completion.

To view the Denver results, visit www.angusjournal.com/denver. You can get to this Web page through either the Angus Journal (www.angusjournal.com) home page or the American Angus Association home page (www.angus.org).

Angie mastered the task beautifully. Look for more such coverage of Angus events and activities in the future.



Students learn about brands

Students studying animal science can learn about the Certified Angus Beef™ brand in their course work.

A Prentice-Hall book released in the fall of 1999 states the Certified Angus Beef brand "has developed some brand loyalty and is an indicator of high-quality beef products." Stephen Damron, Oklahoma State University, wrote this introductory textbook. The book features two CD-ROMs containing audiovisuals, such as the CAB Program's Share the Vision and retail-training videos.

A second book to be released in 2000 is expected to include photographs of the Certified Angus Beef certification process and to explain how the beef industry is becoming brand oriented.



Did you know?

Today there are 36 other branded beef programs evaluated by the U.S. Department of Agriculture (USDA) and 23 based on Angus-type cattle, according to USDA data. Certified Angus Beef product comprises 6% of the fed beef available to consumers.

The CAB Program focuses on maintaining the quality and integrity of Certified Angus Beef product through its monitoring system – from USDA certification to identification on restaurant menus and in grocery stores. Since the Program began in 1978, it has maintained product integrity to ensure consumers that they receive a consistent, high-quality beef product.



Nebraska feedlot and restaurant unite brand

A licensed feedlot in Platte Center, Neb., and a bed-and-breakfast in

Columbus, Neb., are united by joint ownership and the Certified Angus Beef brand. Owners Scott and Pat Mueller selected the Certified Angus Beef brand for their Traditions Inn bed-and-breakfast. The dual role Scott plays as feedlot owner for Samson Inc. and restaurant owner helps him unite his goals from gate to plate.

"It's our goal to provide high-quality beef products, not only as an agricultural company, but as a restaurant," he says. "We want people to know that beef producers supply a high-quality product and promote it to consumers."

Samson became a licensed feedlot in June 1999. Five months later the bed-and-breakfast began serving the brand.



New mascot travels countryside

Certified Clyde is on the loose and traveling the United States and Canada as an ambassador for the Certified Angus Beef brand. The Program's new mascot attends special events and sponsorships, ensuring licensees capture the attention of children of all ages.

In recent months Clyde encouraged restaurateurs to visit the booth at SYSCO-Chicago's food show. He's been on hand at a grocery-store opening and attended a career day at a Wooster, Ohio, elementary school. In December his photo was taken so the Program could help licensees promote him.

Licensed restaurateurs and grocery stores call the CAB Program executive office to borrow the mascot for their special events.



CAB Program staff news

Rod Schoenbine

has been named as the CAB Program's manager for carcass data collection and product utilization for the Supply Development Team. Schoenbine had been the coordinator for carcass data services.

"We visit packing plants and collect data on various traits of the animal and [the] meat produced," says Schoenbine. "Traits such as marbling, fat thickness and size of the ribeye area. Starting two years in advance we track a commercial test herd."

"We also have a sire evaluation program where we evaluate different bulls' progeny for various traits. The goal is to identify those sires that excel in certain traits. All of the information is sent to the American Angus Association, Saint Joseph, Mo., to help develop genetics."

Plans also call for the data to be formulated in user-friendly formats for industry use, says



Rod Schoenbine

Schoenbine. During 1999 the Program collected data on 19,504 head of cattle. Registered Angus bulls sired 5,398 of those cattle. The evaluation included the participation of 114 producers and 83 feedyards.

Schoenbine joined the CAB Program in February 1997 as coordinator of carcass data. The Auburn, Mich., native earned a degree in animal science from Michigan State University with an emphasis in food-system management. His past beef industry experience includes marketing, financial planning, nutritional rationing, forage production, herd health and breeding decisions.

He resides in Wooster, Ohio, with his wife, Theresa, and their children, Grayson and Delaney.

Eileen Keller has joined the CAB Program in a newly created position as communications specialist. Keller will employ her experience in mass media to help the Program and licensed food partners reach consumers and industry associates with messages about Certified Angus Beef products.

"The CAB Program enjoys a prime reputation as the leading brand of beef," says Keller. "Now the Program is reaching consumers with more information that will help them make the most satisfying meal choices. Today's consumer really wants to be informed."

Keller earned a bachelor's degree in mass communications, with a focus on magazine writing, from the University of South Florida. The Ohio native has a varied background as a freelance writer. Before joining the CAB Program she concentrated on feature writing for newspapers and small magazines. Her background includes public relations for various companies, business writing and human interest.

Keller resides in Orrville, Ohio, with her daughter, Emma. She enjoys being involved in community projects and working on children's fiction with her daughter.

Scholarship opportunities for Angus youth

Involvement in the National Junior Angus Association (NJAA) is not only a great educational opportunity and a lot of fun, but it also qualifies many young Angus enthusiasts for college scholarships. The American Angus Auxiliary, the Angus Foundation, the Certified Angus Beef (CAB) Program and the NJAA award scholarships to deserving NJAA members every year.

The Auxiliary awards 10 scholarships annually, five to males and five to females who are graduating high-school seniors. Recipients are chosen from application forms that can be obtained from state Angus Auxiliary scholarship chairpersons or from Jane Ebert, national scholarship chairwoman, at (336) 731-4974; e-mail: eberlee@lexcominc.net. The national application deadline is May 25.

The Angus Foundation will award \$20,000 in college scholarships to 17 deserving Angus juniors. The Foundation's scholarship program offers 15 scholarships of \$1,000 each and two \$2,500 scholarships to young people who are active in the Angus breed. Applicants must be a junior, regular or lifetime member of the Association, a graduating high-school senior or currently enrolled in college, and not more than 25 years of age. For more information or to request an application, call the Junior Activities Department at (816) 383-5100. Application deadline is May 15.

Applications for the CAB Program/NJAA scholarship are also available from the Association's Junior Activities Department. Graduating high-school seniors or those enrolled in a college or university for the fall term are eligible for the award. Primary course work must be animal science, meat or food science, agricultural communications, or a related field of study. Applicants must have been a member (junior, life or regular) of the American Angus Association. Application deadline is May 15.

Experience NJAS

Plans are well underway for the 2000 National Junior Angus Show (NJAS), which is set for July 11-15 in Des Moines, Iowa.

"Tracking the New Millennium" is the theme for the five-day event, which focuses on junior competition, learning and development, inside and outside the showing. Not only is the NJAS the biggest Angus event held throughout the year, it is also the largest single-breed beef cattle show in the world.

For more information, contact the Junior Activities Department at (816) 383-5100. You can also link to the Iowa Junior Angus Association's special 2000 NJAS Web site by accessing the NJAA home page, www.angus.org/njaa.

LEAD Conference goes to Fort Collins

The NJAA will hold its annual Leaders Engaged in Angus Development (LEAD) Conference in Fort Collins, Colo., Aug. 3-6. Juniors ages 14-21 are eligible to attend the conference, which focuses on leadership, personal development and industry education.

Angus dominates commercial herds

Results of a recent survey conducted by the Western Livestock Journal (WLJ) showed that Angus is the breed of choice for commercial producers. Results showed that 61.4% of WLJ readers surveyed are currently using Angus bulls in their herds. The second-most-popular breed was Hereford, which was reported by 18.5%, followed by Limousin at 9.2%.

Other breeds reported were Red Angus, 10%; Charolais, 9.2%; Simmental, 7.6%; Gelbvieh, 6.4%; Salers and Polled Hereford,

6%; and Beefmaster, 5.2%. Breeds mentioned but scoring less than 5% included Brangus, Shorthorn, Maine Anjou, Brahman, Longhorn and composite breeds.

WLJ conducts a bull survey every three years for reader qualification and marketing purposes. A total of 1,035 surveys were mailed to paid subscribers on a random basis. Participants had an average of 311 cows and kept 61 replacement females. They used an average of 19.1 bulls/year and indicated they would travel an average of 443 miles to purchase bulls.

Elements that influence bull-buying decisions were reported as follows: Calving ease, 84.1%; reputation of breeder, 83.6%; growth traits, 78.8%; maternal traits, 67.3%; cost, 59.3%; pedigree, 47.8%; location of breeder, 46.5%; color, 31.9%; feedlot performance, 30.1%; guarantee, 21.2%; customer service, 20.8%; delivery, 16.8%; marketing program, 11.9%, and sale terms, 6.6%.

Spring Sire Evaluation Report mailed to 90,000

The American Angus Association's Spring 2000 Sire Evaluation Report is off the presses and has been distributed to more than 90,000 cattle producers. This group includes all members who receive the Angus Journal and commercial producers on the Angus Beef Bulletin mailing list.

The report lists 2,508 bulls in the main report, as well as 2,212 bulls in the young sire supplement. The Sire Evaluation Report is a valuable tool when making spring breeding decisions for your herd. To request a copy of the report, call the Association's Performance Programs Department at (816) 383-5100.

