

# ASSOCIATION LINK



## CAB® Prime time at National

National Beef, a division of Farmland Foods, began identifying and fabricating Certified Angus Beef™ (CAB®) products meeting USDA Prime marbling levels in June. It is not known exactly how much volume can be expected, but foodservice is considered the primary destination. Production occurs in Dodge City and Liberal, Kan.

National Beef joins Tarpoff Packing Co., Granite City, Ill., as the only licensed packers to produce CAB brand Prime.



## Staff feed customer-service needs

The Feedlot Licensing Program (FLP) recently gained the talent of a new assistant director and extended ability in managing trademark-compliance issues.

**Turk Stovall** is the assistant director of feeder-packer relations and will work closely with current and potential licensees on a daily basis. **Bill Roe** is the Trademark Division's assistant director who will handle Supply Development licensee-compliance issues.

Stovall's roots run deep in the cattle business. He grew up as part of the fourth generation on a large cow-calf, yearling and dryland farming ranch south of Billings, Mont.

His background is bolstered by an animal science degree from Montana State University and a master's degree in ruminant nutrition from Oklahoma State University.

In the trademark arena, Roe will assist in managing the division while spearheading a stronger focus on feedlot, packing and processor compliance.

Roe comes to the organization with 13 years as a dairy nutritionist and 20 years as an independent consultant.

## Sire Evaluation Report available

The Association's Fall 2000 Sire Evaluation Report is available online at [www.angus.org](http://www.angus.org).

This report lists nearly 6,000 bulls, with

60% having carcass data available. Since the spring 2000 evaluation, 157 additional sires have been evaluated for carcass merit.

Breeders have submitted individual animal carcass data records on 3,525 animals since the spring 2000 evaluation was released.

The Sire Evaluation Report, which is managed by the Performance Programs Department and generated by the herds that participate in the Angus Herd Improvement Records (AHIR) program, is a great tool for making genetic progress in your herd.

## Still time to register for National Angus Conference

Although the Sept. 1 early registration deadline has passed, you can still attend the 2000 National Angus Conference and Tour in Lexington, Ky. Cost of registration for both the tour and conference is now \$65, which includes registration, transportation and meals.

Contact Linda Campbell at (816) 383-5100 or [lcampbell@angus.org](mailto:lcampbell@angus.org) to request a registration brochure. Or you can register for the event online at [www.angus.org](http://www.angus.org). Registrations also will be accepted on-site.

Attendees of the National Angus Conference and Tour must make their own hotel reservations for the event. The headquarters hotel is the Holiday Inn Lexington-North. Call the hotel directly at (606) 233-0512 and mention you are attending the National Angus Conference and Tour. A rate of \$79.95/night has been secured.

## Make plans to attend 2000 Annual Meeting

Angus breeders will gather to conduct the business of the American Angus Association Nov. 12-13 in Louisville, Ky. The Association's Annual Meeting is conducted in conjunction with the North American International Livestock Exposition (NAILE), one of the country's premier livestock events.

The Executive West will serve as Angus headquarters. Rooms there are reserved for delegates, alternates, and Association officers

and directors and will fill quickly. For alternate accommodations in Louisville, call 1-800-633-3384 or look up [www.gotolouisville.com](http://www.gotolouisville.com).



## Advertising blitz targets cow-calf sector

A late-summer advertising campaign in regional publications was aimed at getting commercial cow-calf producers interested in feeding their calves and retaining ownership. The July-through-September series suggested capturing value through information services from Certified Angus Beef LLC (CAB) and licensees' feeding and marketing options.

"Information is power in today's cattle industry," says Christy Johnson, CAB Supply Development marketing manager. "This campaign helped introduce these services to an audience we've not reached before." The campaign ultimately strives to steer more high-quality cattle into licensed feedlots to fulfill demand for CAB products.

Quarter-page ads appeared in 30 regional farm and ranch publications with 574,000 subscribers nationwide. These publications have a history of reporting news and information about CAB, the FLP, cow-calf management and marketing options.

## 2001 World Angus Forum

Don't miss your opportunity to visit the home of the breed during the 2001 World Angus Forum. Conducted every four years, the World Angus Forum brings Angus breeders from around the world together to collaborate on Angus issues. Stirling, Scotland, is the site for the 2001 Forum.

Reservations are being accepted now, so call Terry Steele at Anchors Away Cruises & Tours at 1-800-527-8666, Ext. 203, or e-mail [terrys@anchorsawaycruises.com](mailto:terrys@anchorsawaycruises.com), to reserve your space.

