

Association Link



A brand new look

Take another look at the *Certified Angus Beef*® (CAB®) brand logo to the left and you'll notice it's been updated. The original and time-honored CAB shield logo is still there, but it has been given a new premium look, says Tracey Erickson, Certified Angus Beef LLC (CAB) vice president. In surveys, 99% of respondents said the new mark met the stated goal of improving the CAB brand image.

The brand evaluation process began more than a year ago, with the goal of determining (1) consumer recognition and perception, (2) obstacles to creating brand awareness, and (3) possible enhancements to update and to "premiumize" the brand, Erickson says.

"While 86% of consumers recognized the brand mark — testimony to the commitment of our licensed partners — and the brand had greater recognition than any other Angus brand, there was some confusion about 'Angus' within the branded beef category," she explains. The survey also indicated the 23-year-old brand logo conveyed more of a *bargain* than a *premium* image to some consumers.

The new mark maintains the familiarity of the original logo, Erickson says, but it addresses previous brand confusion by placing together the three-word trademarked phrase *Certified Angus Beef*, and "the richness of color and type now convey the upscale nature of the brand," she adds.

The gradual transition to the new look will take about two years.



Fewer cattle, higher acceptance rate

CAB has reported numbers for the first half (October 2000-March 2001) of its fiscal year. Mark McCully, CAB packing director, says 5 million Angus-type cattle were identified for the program, down 1.1% from the same time period during the previous year.

The percentage of Angus-influenced, black-hided fed cattle in the mix is actually increasing. "The lower identified numbers are a reflection of the reduction in overall, industrywide marketings," McCully says. Carcasses certified as CAB were up 4.3% to 981,000 head, which means 19.6% of identified cattle

met all eight carcass specifications to become CAB product. That's up from 18.5% last year.

Through the first half of the year, CAB licensees sold 268.5 million pounds (lb.) of CAB product, the same tonnage reported for the first half of last year. "In the face of BSE (bovine spongiform encephalopathy) and foot-and-mouth disease (FMD) news, a sluggish U.S. economy, and high beef prices, the *Certified Angus Beef* brand has maintained strong demand," McCully says.

Fall Sire Evaluation Report available online

The American Angus Association fall 2001 *Sire Evaluation Report* is now available on the Internet and can be accessed via the Association home page (www.angus.org).

To request a printed report, call the Performance Programs Department or send e-mail to bschafer@angus.org. You also can purchase the report on CD-ROM for \$25 or obtain a computer printout for \$10.

The printed report no longer will be mailed to the general membership or nonmember bull buyers. You must request the report from the Association.

Task force appointed

As the Association plays a larger role in collecting data for and providing services to Angus breeders and the industry, the Board of Directors continues to explore ways to enhance the Association's role in the industry.

A task force of Board members, Association staff and active breeders was appointed to explore the potential of a service to generate ancestral records and genetic predictions on Angus-derivative cattle. The task force will report to the Board at its September 2001 meeting.

Angus Foundation Web site launched

The Web site developed for the Angus Foundation (www.angusfoundation.org) includes information about programs supported by the Angus Foundation, including junior programs and scholarships, estate planning and charitable gifting, and a list of past Angus Foundation Heifer Package donors and purchasers.

Time to plan for 2001 Annual Meeting

The Association Annual Meeting will be conducted in conjunction with the Roll of Victory (ROV) super-point show at the North American International Livestock Exposition (NAILE) in Louisville, Ky. Events begin on Sunday, Nov. 11, with the Angus junior show, an educational program for breeders, and the open forum for candidates and delegates. The open female show and the Annual Meeting will be Monday, Nov. 12, and the Annual Banquet is that evening. Events conclude on Tuesday with the open bull show. All events will take place at the Kentucky Fair and Exposition Center (KFEC) or at the Executive West Hotel.

Register now for national conference and tour

The 2001 National Angus Conference and Tour will be Sept. 30-Oct. 3 in North Platte, Neb. The Quality Inn and Suites Sandhills Convention Center will serve as headquarters for the event. See the schedule on page 14.

Registrations received after Sept. 1 will cost \$80. Registration materials have been mailed to active Association members and commercial producers in Nebraska and surrounding states. You also can register online at www.angus.org.

Join us before the tour the evening of Sunday, Sept. 30, for the "Basics of the Business Breed" program. Association staff will discuss the basics of Angus Herd Improvement Records (AHIR), tips for trouble-free service from the Member Services Department and the demonstration of features on the new Internet-based member logon service. The program is designed to benefit both new and experienced breeders. Cost for this session is included in the conference and tour registration fee.

A block of rooms has been reserved for attendees at a rate of \$69 plus tax per room, which includes up to four people. All attendees must make their own reservations by calling the hotel directly at (308) 532-9090. Reservations will be made on a space-available basis.

Association history available in fall

The American Angus Association — A Historic Journey, 1883-2000 will be

available for purchase this fall. Written by Keith Evans, former director of communications and public relations, the book traces the evolution of the Association from its founding to the present.

It will be available for purchase at the Annual Meeting in Louisville, where Evans will be available to sign copies. Books can be purchased afterward from the Association. For ordering information, contact Linda Campbell at the Association.

Activities director named

James Fisher, who has served as director of junior activities since 1991, has been selected to direct the newly formed Activities and Junior Activities Department at the American Angus Association.

As the director of activities and junior activities, Fisher will plan open shows, oversee the Association Roll of Victory (ROV) point system and other special projects related to Association activities. He also will continue to organize youth programs for the breed and work closely with the National Junior Angus

Association (NJAA) Board of Directors and state junior Angus associations. Fisher also works closely with the Angus Foundation, which supports youth, education and research.

"James's years of experience with planning junior shows and events make him a perfect fit for this new combined position," says Richard Spader, executive vice president of the Association. "Even though James will assume many of the responsibilities of the former director of activities position, other staff members have assumed some of those responsibilities as well."

2001 National Angus Conference & Tour Schedule

Sunday, Sept. 30 — Angus Workshops

- Noon Registration Opens
- 1:00 p.m. AIMS Workshop
- 4:00 p.m. Break
- 4:30 p.m. Web Marketing Workshop
- 5:30 p.m. Dinner on Your Own

"BASICS OF THE BUSINESS BREED" PROGRAM

- 7:00 p.m. Basics of AHIR
John Crouch
- 7:30 p.m. Association Services
Bryce Schumann
- 8:00 p.m. Member Logon Services
Bryce Schumann

Monday, Oct. 1 — Nebraska Angus Tour

- 6:30 a.m. Registration Opens
- 7:30 a.m. Buses Leave North Platte
Darr Feedlot, Cozad
Summitcrest and Slagle Angus, Broken Bow
Thoene Angus, Foster Angus & Mike Sitz Angus
- Cattle on Display, Garfield County Fairgrounds, Burwell
- Cattle on Display by Nebraska Angus Breeders
Custer County Fairgrounds, Broken Bow
- Dinner at Uncle Ed's Steakhouse, Broken Bow

Tuesday, Oct. 2 — Nebraska Angus Tour

- 7:00 a.m. Registration Opens
- 7:45 a.m. Buses Leave North Platte
Wm. Zutavern Cattle Co., Dunning
Minert-Simonson Angus, Dunning
Kraye Angus, Mullen
Haythorn Ranch, Arthur
- Dinner and Social
- Cattle on Display by Area Angus Breeders

Wednesday, Oct. 3 — National Angus Conference

- 7:15 a.m. Registration Opens

THE ANGUS ADVANCE

- 8:00 a.m. Welcome
Howard Hillman
President, American Angus Ass'n
- 8:15 a.m. Continuing the Angus Advance
Bill Mies, Future Beef Operations LLC
- 9:00 a.m. Basics of Reproduction
Bill Beal, Virginia Tech
- 9:30 a.m. Producing Pounds, Product & Pregnancy
Twig Marston, Kansas State University
- 10:00 a.m. Break

NEW TECHNOLOGY IN THE ANGUS ADVANCE

- 10:30 a.m. The Role of DNA in Genetic Improvement Programs
Dan Moser, Kansas State University
- 11:00 a.m. Meeting the Technology Needs of the Commercial Industry
Bill Bowman, American Angus Ass'n
- 11:30 a.m. Information Flow and Its Importance in the Beef Business
James Henderson, B3R Country Meats Inc.

ADVANCE TOWARD A CONSUMER FOCUS

- 1:00 p.m. Tools for Designing a Better End Product
Doyle Wilson, Iowa State University
- 1:30 p.m. Here's What the Grids Tell Us
Tim Schiefelbein, ConAgra Beef Co.
- 2:00 p.m. Taking Beef to the Consumer
John Landry, Sysco Inc.
- 2:30 p.m. Conference Summary
Richard L. Spader, American Angus Ass'n
- 3:00 p.m. Adjourn



“I feel the reorganization of the Activities Department is the best use of the talented staff we have at American Angus and the resources available.”

CAB will recognize feedlots, personnel for excellence

The CAB Feedlot Licensing Program (FLP) recognizes licensees monthly as they demonstrate excellence within the FLP partnership.

Winners since the October 2000 debut include:

Oct. 2000 — Gregory Feedlots Inc.

Nov. 2000 — McPherson County Feeders Inc.

Dec. 2000 — Sellers Feedlot

Jan. 2001 — Sandhills Cattle Feeding Inc.

Feb. 2001 — Irsik & Doll Feedyard

Mar. 2001 — El Oro Cattle Feeders

April 2001 — Heartland Feeders II

May 2001 — Darnall Feedlot

One will be named Feedlot Partner of the Year, 20,000+ capacity, and another will be selected to represent all those with less than a 20,000-head capacity.

CAB also will name a seedstock producer, commercial producer and progressive partner of the year, as well as recognize feedlots supplying the top volume of CAB-accepted cattle. The awards will be presented at the upcoming CAB annual conference in San Antonio, Texas, Sept. 13-15.

The Quality Assurance Officer of the Year, though not recognized at the annual conference, will win a trip for two to the National Finals Rodeo (NFR). The winner will come from the ranks of the following monthly winners:

Oct. 2000 — Eric DeTrolio, El Oro Cattle Feeders

Nov. 2000 — David Trowbridge, Gregory Feedlots Inc.

Dec. 2000 — Chuck Freeman, Irsik &

Doll Feedyard
Jan. 2001 — Janet Lynch, Heartland Feeders II
Feb. 2001 — Wayne Smith, Hergert Feeding Co.
Mar. 2001 — Tanya Hartung, Boise Valley Feeders LLC
April 2001 — Rhonda Sahr, El Oro Cattle Feeders
May 2001 — Galen Mitchell, McPherson County Feeders

