

Association Link

Focus on Efficiency

The Beef Improvement Federation (BIF) held its 34th Annual Research Symposium and Annual Meeting in Omaha, Neb., July 10-13. The theme of the event was "Focus on Efficiency," and discussions were centered around increasing the efficiency of the beef production system. Nearly 700 people representing 40 states and seven countries attended the four-day event.

If you were not among the attendees, logon to www.BIFconference.com. There you'll find Angus Production Inc.'s (API's) online coverage of the event, including audio archives of the speakers, photos and releases on award winners, and links to helpful pages, including API's topic site www.BeefCowEfficiency.com.

Sire Evaluation Report available in printed format

If you would like to receive a printed copy of the fall 2002 *Sire Evaluation Report*, you will need to request a copy from the Performance Programs Department at the American Angus Association. Because of extensive use of the online format, which allows for

criteria-based searches, the Association no longer automatically mails a copy to members or affiliates.

The report has been available online at www.angus.org for several weeks.

To request a printed version, contact the Performance Programs Department at (816) 383-5100 or e-mail Brenda Schafer at bschafer@angus.org. Be sure to include your complete mailing address and member or affiliate code.

Association offers service to bull owners

As a continued service, Angus affiliates — individuals who are not members of the Association, but who have recently purchased and received the transfer of a registered Angus bull — will now receive updated expected progeny difference (EPD) information on their bull(s) after each biannual National Cattle Evaluation (NCE). The update will include the bull's name, birth date and all EPDs. Updates will be mailed only to affiliates who have had a bull transferred to their ownership in the past two years.

This policy was created by the Commercial and Industry Relations

Committee of the American Angus Association Board of Directors to increase the service to commercial users of Angus genetics and to carry out the goals in the Association's long-range plan.

This project is supported by AgriLaboratories, Ltd., and a coupon for AgriLabs products will be included with each EPD update.

North Dakota will host 2003 National Angus Conference

The 2003 National Angus Conference and Tour is scheduled for Sept. 24-27 in Mandan, N.D. The program will include a one-day conference and a two-day tour, similar to the format of past events. Look for more information in upcoming issues.


Committed to quality

In June, Certified Angus Beef LLC's (CAB's)  Feeder-Packer Relations Division conducted the eighth Quality Assurance Training Program since the inception of the Feedlot-Licensing Program (FLP). The seminar was held in Garden City, Kan. Twenty-nine representatives from 22 licensed feedlots in nine states participated. Of the feedlots represented, 12 were newly licensed CAB feedlots. Program highlights included presentations by Fort Dodge Animal Health and veterinarian Sam Graham, Kansas Animal Health Department.

For a list of current feedlot licensees, visit www.cabfeedlots.com.

Boise Valley Feeders hits the mark

Boise Valley Feeders of Parma, Idaho, a division of Agri Beef Co., is the first CAB-licensed feedlot to reach the Silver Target in the CAB 30-0 program. The FLP honors partners that harvest "30-0" groups of cattle — those with at

 least a 30% Prime or CAB acceptance rate that are free of discount

carcasses. Undesirable carcasses include those of Yield Grades (YG) 4 and 5, Standard or lower quality grades, too heavy or light, no-rolls and dark cutters.

Special recognition, including an On-Target award for display in their office, is given when a licensee reaches a Bronze Target threshold volume of 500 head meeting 30-0 specifications. Silver Target and Gold Target awards are set at the 1,000- and 2,000-head cumulative levels, respectively, to include all enrolled cattle harvested since initial licensing.

Make plans to attend the 2002 Annual Meeting

The American Angus Association's Annual Meeting is set for Nov. 17-18 in Louisville, Ky. The Annual Meeting is conducted in conjunction with the North American International Livestock Exposition (NAILE), which includes an Angus Roll of Victory (ROV) super-point show.

The election of officers and five members to the Association Board of Directors will highlight the Annual Meeting set for 2 p.m., Monday, Nov. 18, at the Kentucky Fair and Exposition Center (KFEC). Elected delegates and other attendees will hear annual reports of the Association and its entities for fiscal year (FY) 2002.

The Annual Banquet will be Monday evening at the Executive West Hotel. Special honorees at the banquet will include the inductees into the Angus Heritage Foundation; the National Junior Angus Association (NJAA) Outstanding Leadership Award winner; and the 2002 *Angus Journal* Land Stewardship Award winner.

Changes to NAILE show schedule

There have been changes in the Angus show schedule for the 2002 NAILE. Bulls and cow-calf pairs will show Monday, Nov. 18, and females will show Tuesday, Nov. 19.

Group to provide consumer-friendly information

John Stika, CAB director of packing and feeder-packer relations, participated in the organizational meeting of the Growth Promotant Advisory Board. The group was started by Rich Shuler, president and CEO of Ivy Animal Health, a pharmaceutical and beef implant manufacturing company. The group's goal is to develop an effective, consistent, factual and consumer-focused message by all manufacturers about growth-promoting products that can be shared by all segments of the beef industry.

In the wake of recent media coverage that negatively depicted several aspects of beef production, the group is determined to construct a plan for conveying the value of growth-promotant use to consumers. As a next step, the board will contact the manufacturers of all leading growth-promoting products for a more extensive meeting.

Whitestone Farm to offer 2003 Angus Foundation Heifer

The Angus Foundation Board of Directors is proud to announce that Whitestone Farm, Aldie, Va., will donate a heifer to be the feature offering of the

(Continued on page 12)

AMERICAN ANGUS ASSOCIATION

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Member Services and Office Management — Bryce Schumann, director; Carol Waller, assistant director

Performance Programs — Bill Bowman, director

Association Link (from page 10)

2003 Angus Foundation Heifer Package. The package will be sold at the National Western Stock Show (NWSS) in Denver, Colo., Thursday, Jan. 16, prior to the beginning of the National Western Angus Sale. Proceeds will benefit Angus youth, education and research.

Look for more details about the

package in upcoming issues of the *Angus Journal*, which can be found online at www.angusjournal.com.



Feeding the troops

Did you know our armed forces are enjoying the *Certified Angus Beef*® (CAB®) brand? Colter's BBQ of the Army & Air Force Exchange Services, is the largest

user of CAB product of all international restaurant licensees (single unit or chain). Colter's has one unit in Germany and one in Japan. Together, the two have promoted more than 82,000 pounds (lb.) of CAB brisket this FY. Globally, there are 25 licensed Colter's (mainly U.S. locations), serviced by Freedman Food Service of Dallas.



Exports to Japan rising

Exports to Japan for May 2002 were up 8.5% compared to April 2002 numbers. This slight recovery is a positive sign that things are looking up for beef exports. Wholesale prices for Japan's premier brand — Wagyu beef — are at record-high levels as consumer preference for upper-end branded Wagyu is returning. The trend is a positive sign for CAB brand products because as domestic prices rise, Japanese consumers will be looking for a high-quality, yet economic alternative. That alternative, for Japanese consumers, is the CAB brand.



Sales to Mexico up 39%

Mexico's growing middle class and expanding economy have resulted in tremendous growth potential. In fact, CAB volume to Mexico for this FY to date is 2.9 million lb., up 39% from last year. In July, CAB International Division staff traveled to Mexico City and Monterrey to conduct kick-off training seminars for new licensees X.O. de Chihuahua and H.E.B. Mexico. While in the country, they met with Comercial Norteamericana and U.S. Meat Export Federation (USMEF) staff to finalize the brand's 12-month business and growth plan for the Mexico marketplace.



So many recipes, so little time

CAB staffers are headed to their own kitchens to test more than 250 recipes from recent online brand recipe contests. The recipes, submitted by cooks across the country, feature CAB cuts used in everything from appetizers to entrées. The recipes voted most popular and delicious may be used on the CAB Web site, www.certifiedangusbeef.org, in future cookbooks, as recipe cards and in other promotional materials.

Try a recipe on your own. For recipes featuring CAB product, browse through those entered in the 19th annual Auxiliary-sponsored All-American *Certified Angus Beef* Cook-Off that are published with the National Junior Angus Show (NJAS) coverage in the September 2002 issue of the *Angus Journal*.

Fall deadlines for juniors

- Sept. 20 is the entry deadline for the American Royal junior Angus show.
- Oct. 1 is the entry deadline for the NAILE junior Angus show.
- Nov. 1 is the ownership deadline for the NWSS junior Angus show.