

ASSOCIATION LINK

Sire Evaluation Report available

The American Angus Association's Fall 2000 Sire Evaluation Report is available online at www.angus.org. The 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 Web site includes a search mechanism that allows producers to search the database of sires by minimum and maximum expected progeny differences (EPDs) for any or all traits, by sire, by registration number and by bull name.

Data contained in the Sire Evaluation Report is managed by the Association's Performance Programs Department and is compiled from records submitted by Angus breeders enrolled in the Angus Herd Improvement Records (AHIR) program.

The fall 2000 report is available as a published edition of the Angus Journal or on IBM-compatible diskette. The Association has available upon request additional booklets explaining EPDs. For more information, contact the public relations department at (816) 383-5100.

Annual Meeting is Nov. 12-13

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).

API launches e-Classifieds

Angus Production Inc.'s (API's) new Angus e-Classifieds site (www.anguseclassifieds.com) is a useful tool for buying and selling Angus cattle, equipment and real estate. The site lists bulls, cows and pairs, heifers, embryos, semen, real estate, equipment, horses, dogs, miscellaneous items, and job openings.

There are several formats from which to choose when placing an ad. Ads can be posted for 30, 60 or 90 days. A picture can be included.

For more information, visit the Web site or call Abra Ungeheuer at 1-800-821-5478, Ext. 239.

Sitz Angus donates Foundation heifer

Sitz Angus, which operates ranches in Dillon and Harrison, Mont., will donate a female to headline the 2001 Angus Foundation Heifer Package, which will be auctioned at the National Western Stock Show (NWSS) this

coming January in Denver.

The Sitz family will offer a "pick of the crop," as the buyer will select a female of choice from all heifer calves born at the ranch in 2000. Other products and services will be included in the package, which will be auctioned preceding the National Western Angus Bull Sale.

All proceeds from the sale of the package go to the Angus Foundation, which supports youth, education and research in the Angus breed.



CAB® products take top honors

The National Cattlemen's Beef Association (NCBA) named the Certified Angus Beef™ (CAB®) Quick-N-Easy™ top sirloin steaks in bourbon sauce as the overall best new beef product for 2000. The steaks won the grand champion honor and the best retail product category. RMH Foods Inc., a food processor in Morton, Ill., married tender, juicy and flavorful CAB beef with true convenience to create the product.

Additionally, CAB Bubba burger™ hamburgers were named the best new product from a small company. Made by licensed processor Eaves Foods Inc. of Elberton, Ga., the burger offers another great marriage of outstanding beef and true convenience. The result is a juicy, all-beef hamburger.

Each CAB Bubba burger is made with 1/2 pound (lb.) of 100% fresh ground chuck. They are individually frozen and packaged in 2-lb. boxes, making it fast and hassle-free to cook for one or for a crowd. Made to cook frozen, the burgers go from a grill or hot skillet to the table in 10 minutes.

The CAB brand also netted two other finalists in the competition. CAB barbecue beef and CAB meat loaf were finalists in the foodservice and retail categories.

The barbecue beef is produced by licensed partner W&G Marketing of Ames, Iowa. It offers a full, hearty flavor from 100% CAB shredded chuck. The rich barbecue sauce is accented by a gentle hickory-smoke flavor. It has the added benefit of being 95% lean.

The meat loaf is produced by RMH Foods. With the tender and fluffy texture of an old-fashioned meat loaf, it actually improves upon the quality and taste of many homemade renditions since it starts with CAB chuck and round cuts. Beefy gravy completes this comfort food.



Huseman named feedlot specialist

The Feedlot Licensing Program (FLP) has hired Clayton Huseman to fill the newly created feedlot specialist position.

As a new member of the Certified Angus Beef LLC (CAB) Feeder-Packer Relations Division, Huseman will work closely with Assistant Director Turk Stovall and Director John Stika. His primary area of focus is Kansas and the Southwest, working with current and potential licensees.

Huseman, a native of Ellsworth, Kan., grew up on a commercial Angus ranch. In 1994 he created a Quarter Horse training business on the ranch, which he still manages today. Huseman holds a bachelor's degree in animal science from Kansas State University (K-State). He held various leadership positions while attending K-State, including those in the student senate, the Agricultural Student Council and Alpha Gamma Rho fraternity.

"I'm glad to be part of this team that is creating more value for Angus-type cattle," Huseman says. "We're working for those who care enough about quality to buy the bulls and put in the time, effort and money to produce the right cattle — they need to get the premium for that."



Data service sees steady pace

The CAB Carcass Data Collection Service likely will collect data on as many cattle in 2000 as it did in 1999. To date, 12,000 cattle have been evaluated this year, which is on pace with the 19,000 head evaluated in 1999.

More impressive is the fact that 4,500 head already have been sire-identified this year, with six months of collection to go. This is on pace to shatter last year's record of 5,621 sire-identified cattle for the entire year.

Carcass weights are averaging 11 lb. heavier than in 1999. Grades have slipped slightly, with CAB acceptance rates lagging behind last year by 4%. On a bright note, sire-identified cattle continue to set the pace for CAB acceptance at a 29% rate. This still exceeds the brand's national average of 18.5%.

For information, contact Rod Schoenbine, coordinator, at (330) 345-2333, Ext. 252, or rschoenbine@certifiedangusbeef.com.

Plan now to attend National Western

It's time to begin planning your trip to the 2001 NWSS in Denver. Angus activities start Wednesday, Jan. 10, with the Angus junior heifer show at 8 a.m. in the Stadium Arena, followed by the female portion of the Super Roll of Victory (ROV) show.

Thursday, Jan. 14, the focus shifts to sale bulls with judging in the Stadium Arena at 8 a.m., followed by a viewing of all sale consignments. The National Western Angus Sale will begin at

2 p.m. in the Beef Palace Auction Arena. The auction of the 2001 Angus Foundation Heifer Package will kick off the event.

The day's activities wind down with the Angus reception from 6:30 p.m. to 8:30 p.m. at the Denver Marriott City Center Hotel.

The bull show will start at 8 a.m. on Jan. 12 in the Stadium Arena. Later that day, the Angus Foundation Female Sale will begin at 3 p.m. in the yards.

On Saturday the carload and pen shows take center stage in the yards, with judging beginning at 9 a.m.

LPC and AAEA awards

The Angus Journal and the Angus Beef Bulletin brought a variety of awards home from the Agricultural Publications Summit, a joint meeting of the Livestock Publications Council (LPC) and the American Agricultural Editors' Association (AAEA), where both groups announced the winners of their writing and photography contests.

In the LPC contest, staff of the American Angus Association, API and CAB came home with nine honorable mentions, 11 seconds and 12 firsts. The Journal was the overall high-point earner among publications, while the Bulletin won first-place General Excellence newspaper. CAB was the second-high-point earner in the service-member category.



Colvin named LPC Headliner

LPC selected Louis "Mick" Colvin as its 2000 Headliner Award winner for his meritorious service to the livestock industry. More than 180 publication editors, writers and staff attended the awards dinner July 30 in San Antonio, Texas.

A former regional manager for the American Angus Association, Colvin joined a group of Angus producers to establish the CAB Program in 1978. The brand's success helped bring about the need for value-based cattle marketing and, ultimately, the rediscovery of eating quality as the driving factor in recovering consumer demand for beef. Today, more than 30 beef brands attempt to duplicate the CAB brand's 22-year reign at the top of the branded beef industry.

Since his retirement as the first executive director of CAB in 1999, Colvin has been

servicing the organization in an advisory role. He's sharing his beef branding insights this fall as instructor for the new branded beef marketing course at Ohio State University.



Smiles for Clyde in Des Moines

Smiles were wide at the National Junior Angus Show (NJAS) when Zachary, Baron, Steven and Katarina Rieker finally met Certified Clyde™. The quadruplets had looked forward to meeting Clyde since they first learned of him in May, when their mother and brother had seen him make an appearance at the Indiana Angus Field Day.

The 7-year-old quadruplets of Greg and Julie Rieker, Columbus, Ind., visited Clyde at www.2eatcab.com to tide them over before they met.



CAB® frank wins taste test

The CAB frankfurter won a blind taste test against the nation's leading brand Aug. 2. The test was conducted for Salt Lake Organizing Committee (SLOC) staff to introduce them to the CAB frankfurters, barbecue beef, heat-and-serve pot roast and deli meats to be supplied to the Olympic Winter Games in 2002.

Initial plans were for 350 staffers to attend the luncheon, but that number quickly grew beyond 475.

The excitement continued after the event when the next day's paper broke three articles about the frankfurter, covering more than a half page in the Aug. 3 "Olympic Glory" section of USA Today. In the article, USA Today outdoors reporter Sal Ruibal says, "An overall good dog with redeeming characteristics. Could be a bit more bold, but the all-beef flavor shines."

There are less than 500 days until the Olympic Winter Games in Salt Lake City and opportunities to build consumer interest in the brand continue to unfold. Look for future updates on how the Olympic suppliership builds demand for the brand and Angus cattle.

Holiday gift ideas

As the holiday season approaches, it's time to begin shopping for the Angus lovers on your Christmas list. Here's a few ideas to get you started.

Profitmaker Prints – The Angus Foundation is offering a set of four 11 x 14-in. black-and-white prints to anyone who makes a \$100 contribution to the Angus Foundation. The prints are of original grease pencil drawings by famous Angus artist Frank Murphy and feature Angus farm scenes that were used in the Association's advertising campaigns from 1966 to 1970. To order, call the Junior Activities Department at (816) 383-5100.

Angus Auxiliary Merchandise – The American Angus Auxiliary is offering a wide variety of gifts. There's something for everyone in this selection of Angus clothing, jewelry, office supplies and other promotional items. You can order online at www.angus.org (click on "Auxiliary") or contact Marjorie Perkins at (830) 236-5897; e-mail: rmckp@gvtc.com.

The National Junior Angus Association also has merchandise available, including caps and shirts. All proceeds from sales go to the Angus Foundation. For styles, prices and sizes, call the Junior Activities Department.

San Antonio to host NCBA convention

The 2001 Cattle Industry Annual Convention and Trade Show, which is organized by the National Cattlemen's Beef Association (NCBA) and other industry groups, is set for Feb. 1-4, 2001, in San Antonio, Texas.

"Define the Industry: Be Part of the Adventure" is the theme for this year's event. A week full of activities, which will include both work and play, is planned for attendees. The American Angus Association and CAB will have a booth at the trade show where attendees can learn about programs for commercial producers and the CAB Feedlot Licensing Program.

For more information about the schedule or to register for the event, contact the NCBA Convention and Meetings Department at (303) 694-0305 or visit www.beef.org.