



# THE ANGUS LINK

by **BILL BOWMAN**, *director of commercial relations, American Angus Association*

## Changing to meet customer needs

Our industry continues to rapidly change its appearance and structure. The steady reduction in beef's overall market share has caused producers to focus more on consumer needs. We see linkages between segments of our industry attempting to tie production to the end product. The demand for consistent, high-quality beef continues to grow in the face of overall reduced beef demand.

The American Angus Association is also constantly evolving to meet the needs of Angus breeders and commercial cow-calf producers who utilize Angus genetics. We want to see a closer cooperation among Angus seedstock producers and their commercial customers to help improve the nation's beef supply.

It's a pleasure to be writing in this first issue of the "new and improved" Angus Beef Bulletin, which we view as an important tool to better communicate with the commercial cattle producer.

### Addressing your needs

The newly formed commercial relations department was created by the American Angus Association Board of Directors, fulfilling a goal set forth in the Association's 1997 Long-Range Plan. Goal 2 of that long-range plan asked for the development of additional programs to improve relations with commercial producers.

The commercial relations department is charged with developing new programs that will:

1. Encourage the production of high-quality cattle that meet the Certified Angus Beef (CAB) Program's live-animal and carcass specifications;

2. Help supply all marketers of Angus-based beef products with desirable Angus and Angus-based cattle; and

3. Create higher prices for genetically superior Angus and Angus-based cattle.

These are admirable goals that necessitate continued improvement of communication, information exchange and education among producers, seedstock breeders and our Association. We all want to improve the product that comes from our production system, and positive economic influences make changes happen.

We must become more aware of what we are producing. We must know what we are selling. What is the genetic potential of our cattle, and how do they perform in the industry? Are we being aggressive in following our calves beyond the ranch gate?

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## Angus Resource Clearinghouse Network ARC Net Cattle Listing Form – Feeder Cattle

**American Angus Association**  
**Commercial Relations Department**  
**3201 Frederick Blvd., St. Joseph, MO 64506**  
**phone: (816) 383-5109 ♦ fax: (816) 233-9703**  
**e-mail: bbowman@angus.org**

### Instructions:

This information will be compiled and listed on the ARC Net Web site at [www.angus.org](http://www.angus.org) and will be supplied to potential buyers upon request.

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Breed makeup of cow herd: \_\_\_\_\_ Percent of calves with black hides: \_\_\_\_\_  
 Do you have past performance history on your calves? (circle yes or no)  
 Feedlot: Yes No      Carcass: Yes No      Other history (specify): \_\_\_\_\_

### Marketing Plan

Auction market      Company: \_\_\_\_\_  
 Video auction      Location: \_\_\_\_\_  
 Private-treaty sale      Approximate date: \_\_\_\_\_

Steer Calves	Heifer Calves	Registration numbers of Angus sires used	
Total head: _____	Total head: _____	_____	_____
Months calved: _____	Months calved: _____	_____	_____
Shipping wt.: _____	Shipping wt.: _____	_____	_____
Date available: _____	Date available: _____	_____	_____

Weaned		Vaccination	Booster
<input type="checkbox"/> Not weaned	IBR	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 0 - 2 weeks	BVD	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 2 - 4 weeks	PI <sub>3</sub>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 4+ weeks	RSV	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Bunk broke	<i>Pasteurella haemolytica</i>	<input type="checkbox"/>	<input type="checkbox"/>
	Clostridial organisms	<input type="checkbox"/>	<input type="checkbox"/>
	<i>Haemophilus somnus</i>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Implants	Other:	<input type="checkbox"/>	<input type="checkbox"/>

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**Maintaining Angus identity**

Identity is a problem our industry contends with on a daily basis. We, as producers of Angus-influenced cattle, have enjoyed some economic benefits in marketing black-hided calves. So have others who have used some of the growing numbers of black bulls available in today's seedstock market.

However, the black hide is not what makes consistent, high-quality beef. It's the predictable Angus genetics that contribute to this uniformity. Don't be satisfied to market your calves as a generic black-packaged commodity. We must aggressively supply a genetic map of our production and be willing to make the appropriate adjustments in our breeding programs to improve future production.

It's time to instill a breed identity and genetic

composition concept. Don't be content to just show people the outside of the box. Explain to the marketing channels you use that you are selling a set of **Angus** feeder calves, not just black calves.

You've purchased a registered Angus bull. With that purchase you received a transferred registration certificate – the "seed corn tag" of your bull. That certificate provides the genetic prediction of 13 various measurable traits and

is backed by the world's largest performance and carcass database. It gives an indication of the growth and performance potential of the bull's progeny. Why not provide potential buyers with this useful information about the calves you are selling?

**Marketing assistance**

One exciting new program we're developing to give producers the opportunity to identify cattle they're sending into the marketing chain is **ARC Net**, the Angus Resource Clearinghouse Network. **ARC Net** is designed so producers can communicate to potential buyers both the breed identity and the genetic heritage of their cattle.

**ARC Net** will list commercial cattle, feeder calves, stocker cattle and bred females in a resource made available to potential buyers through a variety of means. The listing will be maintained on the American Angus Association's Web site, exposing these cattle to a huge audience. It also will be mailed or faxed on a regular basis to interested parties looking for a source of identified Angus genetics.

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The listing form appearing on this page asks for specific information, including the marketing plan, health and management practices, and the genetic background of the cattle.

By providing the registration numbers of the bulls used in your program, potential buyers can make an informed decision on the genetic potential of the cattle. To include your cattle on the **ARC Net**, simply fill out the form and mail or fax it to our office.

**ARC Net** is one program we feel will help initiate communication between segments of our industry, encouraging production of a product that will meet the demands of today's consumers. It will help us become better-informed, consumer-focused producers as we attempt to regain some of beef's share of the consumer dollar.



# Angus Resource Clearinghouse Network

## ARC Net Cattle Listing Form – Replacement/Breeding

**American Angus Association**  
**Commercial Relations Department**  
 3201 Frederick Blvd., St. Joseph, MO 64506  
 phone: (816) 383-5109 ♦ fax: (816) 233-9703  
 e-mail: [bbowman@angus.org](mailto:bbowman@angus.org)

**Instructions:**

This information will be compiled and listed on the ARC Net Web site at [www.angus.org](http://www.angus.org) and will be supplied to potential buyers upon request.

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Breed makeup \_\_\_\_\_ Percent of calves  
 of cow herd: \_\_\_\_\_ with black hides: \_\_\_\_\_  
 Percent of black-hided crossbred females (BWF/brockel face): \_\_\_\_\_

Marketing Plan	
<input type="checkbox"/> Auction market	Company: _____
<input type="checkbox"/> Video auction	Location: _____
<input type="checkbox"/> Private-treaty sale	Approximate date: _____

Registration numbers for sires of heifers/cows	For bred heifers/cows, please include this information	Registration numbers of service sires
_____	Total head: _____	_____
_____	Age: _____	_____
_____	Calving due dates: _____ to _____	_____
_____	AI bred: Yes No	_____
_____	Pregnancy check to AI: Yes No	_____
_____	Synchronized: Yes No	_____
_____	Individual ID: Yes No	_____

Do you have past performance history on your calves? (circle yes or no)  
 Feedlot: Yes No      Carcass: Yes No      Other history (specify): \_\_\_\_\_