

Association Link

2004 Annual Meeting planned

Details are being finalized for the 121st Annual Meeting of the American Angus Association, which is set for Monday, Nov. 15, at the North American International Livestock Exposition (NAILE) in Louisville, Ky. Angus events at the

NAILE, including the 2005 National Angus Show, will take place Nov. 13-16. See a full schedule in Table 1.

Make plans for the NWSS

It's not too soon to start making plans to attend the 2005 National Western

Stock Show (NWSS) in Denver, Colo. Angus activities start Tuesday, Jan. 11, with the junior heifer show in the Stadium Arena.

The super-point Roll of Victory (ROV) female show will begin at 8 a.m. on Wednesday, Jan. 12, in the Stadium Arena.

On Thursday, Jan. 13, sale bulls take the stage, with judging in the Stadium

Arena at 8 a.m., followed by a viewing of all sale consignments. The National Western Angus Bull Sale begins at 2 p.m. in the Beef Palace Auction Arena with the sale of the Angus Foundation Heifer Package. The day concludes with the Angus Reception from 6:30 to 8:30 p.m. at the Denver Marriott City Center Hotel.

The super-point ROV bull show begins at 8 a.m. on Friday, Jan. 14, in the Stadium Arena.

On Saturday, Jan. 15, Angus activities move to the yards with the carload and pen shows at 9 a.m.

(Continued on page 10)

Table 1: 2004 NAILE Angus events schedule

Saturday, Nov. 13

- 9 a.m.-5 p.m. Angus registration desk open, Executive West Lobby
- 1 p.m. American Angus Auxiliary Executive Board Meeting, Executive West Edinborough Room
- 4 p.m. American Angus Auxiliary Annual Meeting, Executive West Edinborough Room
- 6-7:30 p.m. Angus Foundation Reception (by invitation), Executive West Queen of Scots Room

Sunday, Nov. 14

- 7 a.m.-6 p.m. Angus registration desk open, Executive West Lobby
- 8 a.m.-6 p.m. Holiday Room open, Executive West Drinkwater Room
- 8 a.m. Junior heifer show, KFEC Freedom Hall (breed order to be announced)
- 8-9 a.m. Basic computer workshop (Windows®), Executive West Edinborough Room
- 9 a.m. American Angus Auxiliary Breakfast, Executive West Queen of Scots Room
- 1 p.m. Breeders' informational forum, KFEC South Wing Room 101
- 2:30 p.m. Open meeting with Board candidates, KFEC South Wing Room 101
- 4:30-6 p.m. AIMS workshop for new users, Executive West Edinborough Room
- 6-8 p.m. Angus Reception, Executive West Queen of Scots Room; Auction items at 6:45 p.m.

Monday, Nov. 15

- 7-10 a.m. Angus registration desk open, Executive West Lobby
- 8 a.m.-6 p.m. Holiday Room open, Executive West Drinkwater Room
- 8 a.m. Judge open Angus cow-calf and bull classes, KFEC Freedom Hall
- 9-11 a.m. AIMS workshop on Crystal Report Writer, KFEC South Wing Room 107
- 2 p.m. 121st Annual Meeting of Delegates, KFEC South Wing Room 101-102
- 6-7 p.m. Social hour, Executive West Poolside
- 7 p.m. Angus Awards Banquet (featuring *Certified Angus Beef*®), Executive West Queen of Scots Room

Tuesday, Nov. 16

- 8 a.m. Judge open Angus female classes, KFEC Freedom Hall
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Ass'n Link *(from page 8)*

Hotel reservations for the NWSS can be made by calling the Marriott City Center Hotel, which serves as Angus headquarters for the event, at (303) 297-1300. A room rate of \$88 plus tax has been negotiated for the Angus group. Reservations must be made by Dec. 20.

Three Trees to donate Foundation Heifer

Three Trees Ranch Inc., Sharpsburg, Ga., will donate an outstanding heifer from its 2004 calf crop to highlight the 2005 Angus Foundation Heifer Package, which will sell Thursday, Jan. 13, before the National Western Bull Sale in Denver, Colo.

All proceeds from the sale of the

package benefit the Angus Foundation, which supports education, youth and research. Look for more information online at www.angusfoundation.org.



Industry information team expands

Lance Zimmerman, Schoenchen, Kan., has taken on a new role as Certified Angus Beef LLC

(CAB) industry information assistant, working with Industry Information Division Director Steve Suther. He will graduate from Kansas State University (K-State) in May 2005, with plans to continue in a graduate program focused on risk management for beef industry issues.

Zimmerman grew up working on his family's 125-head commercial Angus and 250-head backgrounding operation while showing and judging livestock through 4-H and FFA. After a CAB internship in 2002, he interned in 2003 at advertising and public relations firm Charleston|Orwig, Hartland, Wis., focusing on the Pfizer Animal Health and Smithfield Foods accounts.

"Lance has an outstanding record in everything from academics to leadership and practical knowledge on the farm," Suther says. "He's already demonstrated a great ability to write stories that help producers find ways to hit the CAB target profitably."



Thirty-Aught Six (30.06) Program evolves

The 30-0 Program has served as one of the most stringent measures of carcass merit for CAB-licensed feedlots since its inception in 2000. Relatively few feedlots have been able to accumulate a volume of cattle that hit the mark, and, as of June, only five partner feedlots had achieved at least the Bronze level of 500 head qualified.

The rationale and motives for the new "Thirty-Aught" remain the same, and all past achievements still count toward cumulative totals. The main change is that, as of July 2004, there is a 3% + 3% (that's the .06) allowance for both USDA Yield Grade (YG) 4s and heavy carcasses of more than 975 pounds (lb.), in keeping with most grid targets. Recognition and promotional opportunities continue as the primary benefits. See Table 2 for program qualifications.

CAB honors partners that harvest "30.06" groups of cattle, at least 30% Prime or *Certified Angus Beef*® (CAB®) acceptance with an allowance for 3% YG 4s and 3% carcasses weighing more than 975 lb. Monthly honors are published in the "Brand News" column of the *Angus Journal*.

(Continued on page 12)

Table 2: 30.06 Program qualifications

- 10-head minimum group size
- 50% CAB® eligibility within sort groups
- Must achieve at least a 30% Prime + CAB® acceptance rate
- Must meet the criteria below relative to "out" or "discount" carcasses:
 - 0% "No Roll" carcasses and those grading USDA Standard or below
 - 0% dark-cutting carcasses
 - 0% USDA YG 5 carcasses
 - 0% "light" carcasses (< 535 lb.)
 - 3% or fewer USDA YG 4 carcasses
 - 3% or fewer "heavy" carcasses (> 975 lb.)



Up Front

by **JOHN CROUCH**, executive vice president, American Angus Association

A preview of year-end numbers

As I write this column, it is almost the first of September and difficult to realize that summer is nearly over. The rains have been good in Saint Joseph, and harvest and a hint of autumn fill the air. It is a great time to live in the Midwest and to be involved in the Angus business.

Normally I would refrain from writing about business until the end of the fiscal year. However, by the time final year-end results appear in print, it will be near Thanksgiving. So if you will indulge me, I will share some observations regarding our business in fiscal year (FY) 2004 somewhat ahead of schedule.

Advancing the breed

The lifeblood of any breed association is the number of new cattle registered in the herd book on an annual basis. For the first 10 months of our fiscal year, Angus registrations were at 259,815, a 5.5% increase from the same period last year. Of this number, 23,444 calves were the result of embryo transfer (ET), representing an 8.3% increase. Likewise, transfers of registered Angus to new owners increased by 10.2%. The number of new members joining the Association this year is up by 13%.

Participation in the Angus Herd Improvement Records (AHIR) program

continues to increase in number of performance items processed and the number of herds enrolled. The big performance gainer was a 10% increase in ultrasound measures for body composition and an 11% increase in herds participating for the first 10 months of the year.

I never cease to be amazed at the increasing number of transactions transmitted electronically. Since a large portion of our membership has computers, it is reasonable that more than 50% of registrations and more than 60% of performance data are received through the Internet via Angus Information Management Software (AIMS) and AAA Login.

Demand for Angus

The demand for Angus seedstock has been overwhelming.

Periodically, the *Western Livestock Journal* (WLJ) surveys its readers relative to size, scope and type of operation, as well as to the number and breed of the bulls they buy. Its general reader profile indicates that about 90% of its readers own or manage a beef cattle operation and about 88% are cow-calf operators. These readers use an average of 17.5 bulls and replace 4.2% annually. Seventy-five percent say they travel from 100 to 499 miles to buy their bulls.

When asked what elements

influenced their buying decisions, results showed:

- 84% said calving ease;
- 74.8% said growth traits;
- 69.3% said breeder reputation;
- 57.4% said cost;
- 56.1% said carcass;
- 54.4% said maternal traits;
- 42.1% said pedigree; and
- 37.4% said color.

In the end, 68.8% of the WLJ readers surveyed said they were using Angus bulls. So if color only influences slightly more than one-third of these decisions, and if 68.8% of those same producers are using Angus bulls, their decisions are obviously not based on color alone, but rather on the traits that have bearing on bottom-line economics. The survey clearly points out that buyers surveyed prefer Angus to other black-hided bulls.

In addition to breeder reputation and cost, commercial bull buyers continue to be drawn to excellence in calving ease, early growth, maternal value and end product merit. These genetic attributes have been, and will continue to be, the very cornerstones of Angus genetics. The only way a commercial stockman can be sure is through the purchase of a registered Angus bull.



Ass'n Link (from page 10)



Where credit is due

Brian Lundeen, Frederic, Wis., doesn't consider his 55-head commercial Angus operation anything special. With 85 acres surrounded by a single, high-tensile wire and a processing facility of a chute and a few panels, Lundeen doesn't even consider himself noteworthy. He leaves that to the cattle.

In 1986, Lundeen took over a dozen Angus-cross cows his father had managed. For the last 10 years, he has artificially inseminated (Aled) every cow to an Angus sire known for above-average carcass traits, receiving detailed carcass data on the calves.

Early data collection consisted of consigning steers to the World Beef Expo Fed Steer Futurity, but after four years and a change in the participation rules, Lundeen knew he needed to do something different.

"I wanted to enroll calves in the CAB program so I could keep getting data on them," he says. "I decided to go with the CAB-licensed feedlot closest to me."

By feeding his steers and keeping the heifers as replacements, Lundeen has stacked four generations of high-marbling sires into his cow herd. His feedlot cattle are evidence of the results.

On July 15, the 39 head of calves he fed at Hillig Farms, Independence, Wis., performed miles above the national average, with a CAB-acceptance rate of 87.2%, plus 10.3% grading Prime. Even with these results, Lundeen doesn't feel qualified to give producers advice because he is a part-timer, working mainly at a local machine shop.

"I give the cattle more credit than I give myself," he says. "The people I give credit to are the breeders that breed those good bulls and go to the trouble to get the data on the progeny. Most of those guys deserve the credit as far as I am concerned."



Beller, Gregory feedlots hit bronze 30-0 mark

Beller Feedlots, Lindsay, Neb., and Gregory Feedlots Inc., Tabor, Iowa, have surpassed the

500-head mark, achieving the Bronze Level in the 30-0 Program (now the 30.06 Program) this spring. The licensees were presented with framed prints and engraved plaques to recognize their achievements.

Paul Dykstra, CAB feedlot specialist, presented the award to Terry Beller at Beller Feedlots' June 18 annual customer appreciation event at Zook Ranch near Miles City, Mont.

Larry Corah, CAB vice president, presented the 30-0 award to Gregory Feedlots Inc. manager David Trowbridge, and announced his recognition as QA Officer of the Year, during the Iowa Cattlemen's Association summer tour.

These accomplishments came before the program changed to 30.06.



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