



THE ANGUS LINK

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

"Even on the right track, if you stand still, you will get run over." – Will Rogers

The cattle business is definitely a changing industry. One must spend a considerable amount of time and energy to keep abreast of all the new technology, improved management practices and current trends in the beef business. These improvements over the years have allowed producers to evaluate cost and production systems to make them more efficient than at any other time in history. Despite the current market situation, which makes it more challenging than ever to get a positive economic picture, we must keep moving forward.

One area where we can make considerable progress is in the genetic makeup of our herds. The predictable, proven genetics available to users of Angus seedstock are unequaled in any time in our history. The Angus breed, now more than ever, focuses production on facts, not the fads of the moment.

By now you have received your copy of the Fall 1998 American Angus Association Sire Evaluation Report. Within its pages are more than 5,500 sires with expected progeny differences (EPDs) listed for up to 14

different measured traits. This listing, generated from nearly 3.5 million individual animal records turned in to the Angus Herd Improvement Records (AHIR) program since its inception, is by far the most accurate, comprehensive national cattle evaluation program in the world. Use of the Angus Sire Evaluation Report is one of the most predictable management tools commercial producers have at their fingertips.

We continue to develop our genetic evaluation system to set the pace for what is occurring in our industry. We began with

production measured in terms of survival and the ability for the cow to reproduce, both vitally important traits for which the Angus cow has developed a long-standing reputation of excellence.

We have done an excellent job of identifying cattle that combine these reproductive traits with rapid growth, while maintaining close scrutiny on birth weight, maternal ability and mature size. Now we are rapidly expanding our database to include more sires that have been evaluated for various carcass traits.

ARCNet Angus- Influence SALE DATES

One of the features of the commercial relations department's Angus Resource Clearinghouse Network (ARCNet) is a listing of upcoming Angus-influence sales sponsored by registered Angus breeders or Angus associations. For an up-to-date listing, check out ARCNet on the American Angus Association's Web site, www.angus.org. For more information or to add a sale date to the listing, contact the commercial relations department at (816) 383-5100 or e-mail bbowman@angus.org.



DATE	SALE BARN/SALE LOCATION	SALE BARN/CONTACT PHONE
10/24/98	Public Auction Yards (PAYS) Billings, Mont.	(406) 245-6447 (406) 245-6447
10/24/98	Eugene Livestock Auction Junction City, Ore.	(541) 998-3353 (541) 998-3353
10/28/98	La Junta Livestock Commission Company La Junta, Colo.	(719) 384-7781 (970) 522-8822 (303) 368-9459
10/28/98	Sterling Livestock Commission Company Sterling, Colo.	(970) 522-1950 (970) 522-8822 (303) 368-9459
10/29/98	Russell Livestock Commission Company Russell, Kan.	(785) 483-2961 (785) 998-4335
10/30/98	Producers Livestock Marketing Assn. Jerome, Idaho	(208) 324-4345 (208) 934-4086
10/31/98	Spring Lake Livestock Market Moneta, Va.	(540) 297-1707 (540) 337-3001
10/31/98	Bloomington Livestock Exchange Bloomington, Wis.	(608) 994-2020 (608) 987-3561
11/3/98	Fauquier Livestock Exchange Marshall, Va.	(540) 364-1566 (540) 337-3001
11/5/98	Centennial Livestock Auction Company Fort Collins, Colo.	(970) 482-6207 (970) 522-8822 (303) 368-9459
11/10/98	Kentucky-Tennessee Livestock Market Guthrie, Ky.	(502) 483-2504 (615) 505-2394
11/13/98	Reel Livestock Center Congerville, Ill.	(309) 448-2288 (309) 448-2288
11/28/98	Spring Lake Livestock Market Moneta, Va.	(540) 297-1707 (540) 337-3001
12/2/98	Creston Livestock Auction Creston, Iowa	(515) 782-7025 (515) 369-2829
12/5/98	Pratt Livestock Pratt, Kan.	(316) 672-5961 (785) 293-4993
12/26/98	Spring Lake Livestock Market Moneta, Va.	(540) 297-1707 (540) 337-3001
1/6/99	Creston Livestock Auction Creston, Iowa	(515) 782-7025 (515) 369-2829

More than 50% of the 5,527 sires in the fall 1998 report have carcass EPDs. There are 2,507 sires listed in the main report, and 1,043 of them have carcass EPDs generated from progeny tested in the national cattle evaluation. In the last 12 months alone, 341 new sires have had progeny evaluated for carcass traits. Many bulls are identified that can improve marbling and therefore quality grade, while simultaneously improving cutability and retail yield. This allows for tremendous selection opportunity to improve the final product of the cattle we produce.

As we are able to identify and retrieve the data on cattle produced on our ranches, we have the opportunity to improve future production by identifying traits that need improvement and selecting seedstock that fill those needs. The Angus breeder you purchase bulls from can help you make those adjustments with your next sire selection.

The American Angus Association has a booklet available, Bull Buying Strategies to

Improve Your Herd, if you want more basic information on the use of EPDs in bull selection.

Another valuable resource is the 12 American Angus Association regional managers. They travel thousands of miles and attend hundreds of sales and activities each year. As you see them at these events, talk to them. They are a great source of knowledge and information, and they can assist you in making decisions beneficial to your program. Their names and phone numbers appear on page 31 of this publication.

We always have to remember one important fact as we make decisions at the farm and ranch level – we raise “food for consumers,” not just cattle. The Angus genetics available to the commercial industry make our ability to raise quality beef as easy as reading a book.

We are on the right track. Let's just keep moving ahead.



SPONSOR/CONTACT	EST. NO. OF HEAD	CLASS
Montana Angus Association & PAYS Bob Cook	2,500	Steer/heifer calves, yearlings, bred females
Eugene Livestock Bruce Anderson	800	Steer/heifer calves
Colorado Angus Association Curt Werner Troy Marshall	5,000	Steer/heifer calves
Colorado Angus Association Curt Werner Troy Marshall	2,500	Steer/heifer calves
Bar S Angus Ranch Ken Stielow	2,000	Steer/heifer calves
Idaho Angus Association Mike Patton	1,500	Steer/heifer calves
Virginia Angus Assn. & Virginia LMA Rick Hickenbottom	450	Steer/heifer calves
Progress and Profit Alliance Greg May	2,000	Steer/heifer calves
Virginia Angus Assn. & Virginia LMA Rick Hickenbottom	300	Steer/heifer calves
Colorado Angus Association Curt Werner Troy Marshall	2,500	Steer/heifer calves
Robert Elliott & Sons Angus Joe Elliott	700	Steer/heifer calves, replacement females
Illinois Angus Association Les Reel	1,300	Steer/heifer calves
Virginia Angus Assn. & Virginia LMA Rick Hickenbottom	600	Steer/heifer calves
Nichols Farms Ross Havens	1,600	Steer/heifer calves
Kansas Angus Association Sharon Lindell	1,000	Bred heifers/cows, heifer calves
Virginia Angus Assn. & Virginia LMA Rick Hickenbottom	400	Steer/heifer calves
Nichols Farms Ross Havens	1,600	Steer/heifer calves