

Association Link

AngusSource adds electronic option

The American Angus Association announces an electronic tag element to the AngusSource program.

"We have always strived to provide industry-leading programs to our members and their customers. As the industry moves toward identifying more cattle electronically, the new radio frequency identification (RFID) tag seemed to be the logical step in the AngusSource program," says Jim Shirley, American Angus Association vice president of industry relations and director of commercial programs.

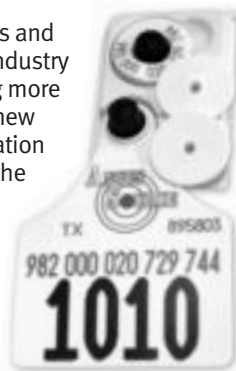
Official AngusSource visual ear tags, available from the Association for \$1 each, enroll Angus-influenced cattle into the program. Now, an RFID matched pair with both the visual and electronic tags can be purchased for \$3.25, with a minimum order of 25 tags.

The AngusSource program offers commercial cattle producers a comprehensive and simple way to convey the source, process and genetic information about Angus-influenced cattle to potential buyers.

"Today's beef industry places a high value on Angus genetics. An AngusSource tag not only means Angus, it means information and enhanced marketing opportunities. AngusSource allows producers to receive full value for their Angus genetics, while providing buyers with an avenue to purchase source-identified Angus-influenced cattle complete with management, process and genetic information," Shirley says.

The basic parameters of the program include:

- Both feeder cattle and replacement females can be enrolled.
- Breed makeup of calves must be at least 50% Angus.
- Cattle are enrolled as a group with American Angus Association registration numbers of all sires and/or dams' sires provided.
- Permanent, preprinted tags show the U.S. state of the group's origin, site ID number, within-herd tag number (customized to the cow-calf producer's specifications) and unique 15-digit ID number.
- Tags are shipped directly to the producer (minimum order of 25 tags).
- Tagged cattle are eligible for online marketing listings, participation in special AngusSource program sales (where available) and other marketing opportunities.
- Prior to marketing, official documentation may be printed, listing the group's source, genetics and management information for potential buyers.



- Tags can serve as a medium for data transfer from feedyards or packing plants, but do not guarantee data feedback. Arrangements for data collection and feedback must be made between buyer and seller at marketing time.

To order tags and to enroll calves in the AngusSource program, go to www.angussource.com or call the Commercial Programs Department at (816) 383-5100.

Let the Association know of Angus-influence sales

Be sure to let the Commercial Programs Department know if you are selling Angus calves in an Angus-influenced sale. The Association monitors such sales and provides information to potential buyers.

Fall sire summary available online

The fall 2004 *Sire Evaluation Report* and the updated expected progeny differences (EPDs) from the latest National Cattle Evaluation (NCE) were released July 12. Enhancements on EPDs, interim EPDs and accuracy values are included with the new release.

Go to www.angus siresearch.com to view the latest Sire Evaluation Report online. In addition to the online and printed versions, the report is available on CD-ROM for \$25, or a computer printout of the report is available for \$15.

Register now for National Angus Conference and Tour

Now is the time to make travel plans and to send in your registration for the 2004 National Angus Conference and Tour set for Sept. 14-17 in Roanoke, Va. Registered and commercial producers will benefit from this four-day event and enjoy the fellowship and the opportunity to meet new friends in the cattle business.

The early registration deadline is Aug. 15, and cost for each attendee is \$75. Registrations received after Aug. 15 will be charged \$100. Online information and registration is available at www.angus.org.

If you are in Virginia or a surrounding state, see the special insert in this issue of the *Angus Beef Bulletin* for a complete schedule of events, hotel and travel information.

Real-time coverage will be provided at www.nationalangusconference.com by the Angus Productions Inc. (API) staff. This coverage is sponsored by Boehringer Ingelheim Vetmedica, Inc.

New business structure for the Association

In May the American Angus Association revealed a new business structure. This new structure groups together departments that are closely related in function and will increase the effectiveness of each department and decrease duplication of effort.

Key to the structural change is the naming of three vice presidents: Richard Wilson, vice president of finance; Bill Bowman, vice president of information and data programs; and Jim Shirley, vice president of industry relations. Shirley also assumed responsibility as director of commercial programs.

Information and data programs will include member services, information systems, Angus Information Management Software (AIMS), and performance programs. Finance will include the Finance and Angus Foundation Development departments. Industry relations will include activities and junior activities, industry and member communications, commercial programs, and regional managers.

New staff

Vernon "Vern" Frey

Granville, N.D., has joined the ranks of the American Angus Association as regional manager for North Dakota, South Dakota and Minnesota. Frey, who began his new position June 1, will act as the Association's liaison to breeders and attend Angus events in the tri-state region.

He attended North Dakota State University (NDSU) and has been active in the North Dakota Angus Association, serving as its secretary-treasurer since 1991. He published the *North Dakota Angus News* and chaired the planning committee for the 2003 National Angus Tour. He and his wife, Corinne, have four children.



Vern Frey

Matt Printz

Platteville, Colo., has also joined the ranks of the Association as regional manager for Colorado and Nebraska. A graduate of Colorado State University (CSU), he



Matt Printz

has a strong background in the beef industry. Before taking on his new role, he served as director of quality resources for the Colorado Livestock Association and as a director of western region field services for the American Gelbvieh Association.

Sara Moyer

formerly of Northlake, Texas, has joined the staff of the American Angus Association as director of industry and member communications. A former communications director for the Red Angus Association of America (RAAA), she is a native of Michigan and graduated from Michigan State University (MSU).



Sara Moyer

Gary Fike recently joined the Certified Angus Beef LLC (CAB) team as a feedlot specialist, assisting licensed feedlot partners with the implementation of Feedlot-Licensing Program (FLP) protocol and producer education. He will focus on working with CAB-licensed partners in Iowa, Kansas, Oklahoma and Texas.

Raised on a farm near Ramona, Kan., Fike earned a degree in agriculture education from Oklahoma Panhandle State University (OPHSU), Guymon, in 1983. After serving as Extension agent in Lane and Mitchell counties in Kansas, Fike earned a master's degree from Kansas State University (K-State) in 1992. In 1998, he advanced to area beef specialist for nine Iowa counties, before moving in 2000 to an Extension animal science quality assurance post at the Ohio State University (OSU).

Quality assurance

More than 40 representatives from 27 CAB-licensed feedlots and BC Natural Foods in Golden, Colo., attended the spring 2004 Commitment to Quality, Quality Assurance (QA) Training. The seminar was April 18-20 in North Platte, Neb.

Training focused on quality assurance at the yard level and information on the FLP. Guest presenters included: Jerry Woodruff, veterinarian for Fort Dodge Animal Health, presenting the realizer animal demonstration; Temple Grandin, Colorado State University (CSU), with presentations on animal handling and welfare; Robbi Pritchard, South Dakota State University (SDSU), presenting the importance of nutritional and implant effects on carcass merit and sorting fed cattle; and Matt Perrier of the American Angus Association, with information on the opportunities and services through the Association.

The training targets newly licensed yards that must send a QA officer to meet licensing requirements, but also offers current licensees an opportunity to train new employees or send employees to a refresher course.

By the truckload

Twice a year, customers of Reasor's Inc. in Owasso, Okla., look forward to the store's primal sale. The three-day CAB sale has customers each spending an average of \$150-\$200 on beef alone. This year, at least 10 customers spent more than \$600 on CAB product. One customer went home, cleaned and defrosted the freezer, and came back to buy more.

Reasor's converts its "coffin freezer" cases to refrigerators for the sale. They are then filled with grocery bags of cut steaks, roasts, stew meat or boneless short ribs and merchandised by the corresponding whole subprimal. This allows customers to choose a sack of cut items or have the subprimal cut to their needs.

Total CAB sales were up 40% more than Reasor's 2003 primal sales. Reasor's is a 13-store account offering 100% CAB product.