

Association Link

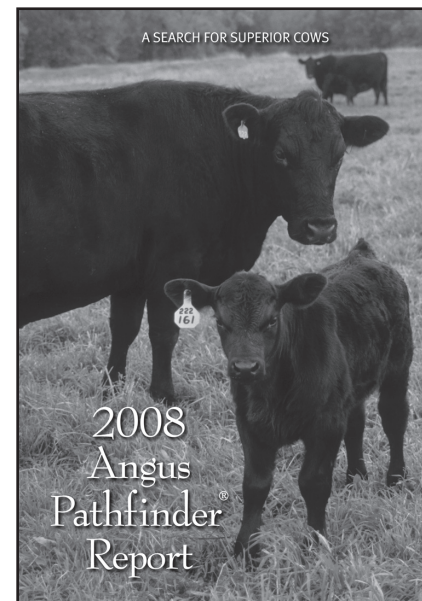
Pathfinder® Report Available

The 2008 *Pathfinder® Report* is in the April issue of the *Angus Journal*. This year's report lists 9,917 individual cows and 273 sires that qualify for Pathfinder status. You can also review and search

the Pathfinder Report online at www.angus.org/performance.

The Pathfinder program was started in 1978 and identifies superior Angus females based upon recorded performance traits that are economically

important to efficient beef production and include early and regular calving, as well as heavy weaning weights. Bulls that have sired a minimum of five or more Pathfinder cows are listed as Pathfinder sires in this report.



Outreach Seminars set for this month

The Association will continue its Outreach Seminars this month. On Saturday, April 12, a seminar will be in Marianna, Fla. The seminar will be in conjunction with the Florida Junior Angus Association Field Day & Show at Southern Cattle Co.

The Outreach Seminar will take place for the adults while the youth are tending to their activities. The seminar will be split and take place from 10 a.m. to 11:30 a.m. and from 1 p.m. to 2 p.m. The day's activities begin at 7:30 a.m. Outreach Seminars last about two hours and allow the membership to interact with staff.

Western states Angus breeders to meet in Reno

The 2008 Western National Angus Futurity and 2008 Western Regional Junior Angus Show are set for April 26-28 in Reno, Nev. Activities are planned for both juniors and adults, including shows, a sale and Angus fellowship, so make your travel plans now.

If you can't be in Reno for the Angus events, you can still view show results following the weekend activities at www.angusjournal.com/reno.

2008 National Angus Conference & Tour set

Make plans now to attend the 2008 National Angus Conference & Tour (NAC&T) Oct. 7-9 in Oklahoma City, Okla. The Association is pleased to announce that Purina Mills LLC and Alpharma Animal Health are the major sponsors of this year's event.

The conference will take place at the Clarion Meridian Hotel & Conference Center and will include a program of beef industry speakers that will address current issues facing producers. The Oklahoma Angus Association will host the two-day tour.

Look for more information in future

issues of the *Angus Journal* and on the Association web site.

Nominate your partner

Each year, the CAB supply development team solicits nominations for the two highest CAB Annual Conference awards that can be earned by cow-calf producers. The Seedstock and the Commercial “Commitment to Excellence” awards go to producers in those categories who exemplify the traditions of the program.

CAB will honor these producers for their lasting commitment to the identification and propagation of superior Angus genetics and their attention to enhancing carcass traits within their herd through the use of Angus genetics.

Eligible candidates must be devoted to measuring genetic and management criteria and acting upon the information to better drive the supply of CAB brand product. Additional consideration will be given to producers who had been directly involved with CAB in its various programs and licensed feedlots throughout the years.

Nominations, due May 1, can include anything deemed relevant. They should include producer name and contact information, type and size of operation, number of years postweaning data gathered, years linked to nominator’s operation, and years involved with specified CAB projects. Winners will be selected, and they, along with nominators, will be contacted by June 1.

CAB will write and publicize feature articles about the winners, who will receive an expense-paid trip to the CAB Annual Conference in Coeur d’Alene, Idaho. No stories will be published without complete prior approval.

A natural partnership

- For Kim May, raising Angus cattle started as a sideline. Today, he has 150 cows on his ranch near Walton, Neb. The cattle are raised the natural way — no antibiotics or hormonal implants. May’s operation has that in common with Rancho Sisquoc in Santa Barbara County, Calif. The property is home to vineyards, wine and 600 Angus-based cows selected and managed to produce the best beef, naturally.
- Green Ranch in Broomfield, Colo., is located near metropolitan Denver and Boulder. The ranch is well-known to area children for its pumpkin patch, petting zoo, hayrides and corn maze. In 2007,

it had a new claim to fame, joining the supply chain for CAB brand Natural.

- Heritage, lifestyle and hope for the future — that’s the way of life for Donn and Billie Hett, fourth-generation ranchers in Buffalo, S.D. The family’s 12,000-acre Hett Ranch is home to 600 Angus cows whose calves are raised without

growth hormones or antibiotics.

- Lige and Mary Ann Murray came by their ranch the hard way: scrimping and saving. Today, their ranch near Jordan, Mont., encompasses 28,560 acres. They have more than 550 Angus cows, and have noticed a growing demand and expanding market for cattle raised naturally. The Murrays recently joined the

ranks of producers raising cattle for CAB brand Natural, though they’re not yet exclusively natural.

These producer partners are traveling new avenues with the CAB brand. Their stories are highlighted in a new brochure that focuses on CAB brand Natural product. The brochure is one tool in an

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extensive marketing support package available to the brand's restaurant customers who want the promise of incredibly delicious beef — naturally.

Industry branding

The brand had quite a presence at the National Cattlemen's Beef Association

(NCBA) convention and trade show in Reno, Nev., in February. CAB had a booth in conjunction with the American Angus Association and Angus Productions Inc. (API) and sponsored the beef at the opening trade show reception.

CAB vice presidents Larry Corah and Tracey Erickson moderated panel

discussions during the Pfizer-sponsored Cattlemen's College.® That day's luncheon featured CAB short ribs and an address by CAB president John Stika. He also spoke at the Beef Quality Issues Forum. Brand partners Tim Hussman and Mike Drury from Newport Meat Co., Irvine, Calif., and Alex Benes from restaurant

licensee Wood Ranch BBQ & Grill Inc., Agoura Hills, Calif., participated in panel discussions.

CAB supply development staff helped introduce Consumer First Beef Partners (a quality-focused coalition of CAB, Pfizer, Purina Mills LLC, and *Drovers*) to the industry at a media breakfast. CAB Chef Kyle Miller worked with NCBA's culinary staff to conduct cooking demonstrations, which drove considerable traffic to the CAB booth.

Two CAB-licensees also received honors at the industry event. Foodmaster Supermarkets, based in Chelsea, Mass., won the Retail Beef Backer Award in the independent category (fewer than 11 stores). The Rex Restaurant & Bar, Billings, Mont., captured the "Innovator of the Year" title in the restaurant category (see the Award Winners section of API's www.4cattlemen.com).

Still committed

Nebraska-based Chappell Feedlot had three of the five 30.06-recognized lots reported in January, and all of the cattle came from the same customer. Feedlot owner and manager Tom Williams says he wasn't surprised to learn they were from Blake Huntley, Wisdom, Mont.

"Blake raised the lot that went 50% CAB, and the other two were made up of calves that he purchased," Williams says. "Calves he raises typically do very well. He does a lot of selection on his cows."

Huntley, the 2005 CAB Commercial Commitment to Excellence Award winner, began the focus in the early 1990s. That's when he freeze-branded a "C" on any cow that had CAB progeny, and a "T" on those with top-gaining progeny, noting the few with both marks. That gave way to tracking feedlot and carcass data, along with herd fertility. Huntley says the key is managing cattle individually.

"I manage the trees instead of the forest," he says. "I've found that the guys who are really successful pay a lot of attention to individual females."

For Huntley, that means selecting for low-input, functional females that also deliver from a carcass standpoint.

"You can have cows that work well inside the fence on the ranch that also have the added benefit of calves that do well on the rail," he says. "You can have the best of both worlds."