

# Association Link

## AngusSource® announces Premium Value Challenge

The AngusSource® program has launched a Premium Value Challenge as a way to recognize those producers who

receive premiums for their AngusSource-marketed calves while collecting price information on the calves sold.

To be eligible, entered cattle must have sold for a \$5-per-hundredweight

(cwt.) premium over the Cattle-Fax mid-range regional price for the week. The seller must send in selling information within 90 days of the date of sale and have sold a minimum of 40 head of enrolled AngusSource cattle that were entered as one lot.

Look for more details at [www.angussource.com](http://www.angussource.com).

## Producers realize value

Producers are realizing the value of support and information provided through AngusSource when marketing their cattle. Producers have taken advantage of the support as evidenced by a 433% increase in the number of producers who utilized an AngusSource Marketing Document to market their cattle in July 2006.

Information is the key to the AngusSource program, a U.S. Department of Agriculture (USDA) Process Verified Program (PVP) for Angus-sired calves that documents source, group age and a minimum of 50% Angus genetics, administered through the American Angus Association. Information is provided in an AngusSource Document generated for each set of cattle documenting the three process-verified points.

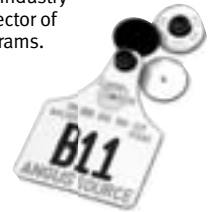
"Information is the key to value," says Jim Shirley, Association vice president of industry relations and director of commercial programs.

"This Document is the backbone of the program, but it doesn't stop there. AngusSource goes one step further to assist producers with marketing their calves."

Producers have the option to customize the Document for their feeder cattle or replacement females and provide additional management, vaccination and sale information to potential buyers. Once customized, this information is posted to the online listing site and e-mailed to more than 400 order buyers and feedyards.

"We are excited to see producers taking full advantage of the services we offer through the AngusSource program," Shirley says. "Our goal is to enhance the value of Angus-sired calves by providing source, group age and genetic information, and to help our commercial producers receive that value. The online listing site is one way we can accomplish this."

Feedlot operators and other potential buyers can sign up to receive the weekly e-mail or may view the cattle listings at [www.angussource.com](http://www.angussource.com).

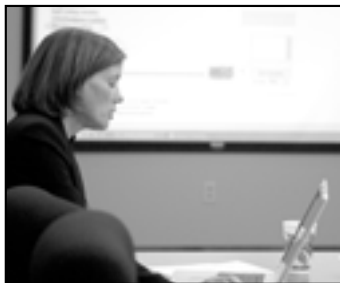


## Login for webcasts

The second in a series of educational webcasts hosted by the American Angus Association will be Tuesday, Oct. 10. The program, broadcast via the Internet, will begin at 8 p.m. Central Time. Sally Northcutt will discuss the basics of Beef Improvement Records (BIR), the importance of submitting data and the next deadline for data submission.

The webcasts will last approximately one hour and will include time for questions. High-speed internet is needed to view the seminar.

The November webcast will be pushed back a week due to Angus



The American Angus Association conducted the first of a series of educational webcasts Sept. 12. Lou Ann Adams, director of information systems, explained online services available through AAA Login.

activities in Louisville, Ky., and will be Nov. 21. Watch for more information at [www.angus.org](http://www.angus.org).

### Association plans educational activities for fall, winter

Association staff are busy planning educational programs for members and commercial producers through the fall and winter. Another series of Outreach Seminars are planned to keep members current on Association programs.

Two seminars slated with state and local association events were scheduled at press time.

The first is set for Nov. 28 in Amarillo, Texas, in conjunction with the Great West Texas Angus Association Annual Meeting at the Amarillo Farm Show. Lunch is at 11 a.m., and the Outreach Seminar will follow.

An Outreach Seminar will be Dec. 8 in Kearney, Neb., prior to the Nebraska Angus Association Annual Meeting. The Seminar begins at 1:30 p.m. at the Holiday Inn. Watch [www.angus.org](http://www.angus.org) for more complete details for these and future Outreach Seminars.

In addition, more Cattlemen's Boot Camps are being planned. Sponsored by the Angus Foundation and co-hosted by universities across the country, these in-depth programs offer information about all segments of the industry.

A Cattlemen's Boot Camp is set for Dec. 18-19 in Stillwater, Okla. Hosted by Oklahoma State University, the two-day session is the fourth of its kind. Colorado State University; Cal Poly, San Luis Obispo; and the University of Illinois have also hosted Boot Camps.

Watch the Association web site for complete information on these events.

### 2006 Annual Convention planned

The Association Annual Convention of Delegates will be conducted in conjunction with the North American International Livestock Exposition (NAILE) in Louisville, Ky. Events begin Sunday, Nov. 12, with the Angus junior heifer show, an educational program for breeders, and the open forum for candidates and delegates.

The open bull show and the Annual Meeting will be Monday, Nov. 13, and the Annual Banquet will take place that evening. Events conclude Tuesday with the open female show. All events will take place at the Kentucky Fair

and Exposition Center (KFEC) or at the Executive West Hotel.

For more information, go to [www.angus.org](http://www.angus.org).

### Voted most popular

A marbling research paper available on [www.cabpartners.com](http://www.cabpartners.com) is the most downloaded file on any CAB web site at the present time. Since its upload to

[www.cabpartners.com](http://www.cabpartners.com) at the end of June, "Declining Quality Grades: A Review of Factors Reducing Marbling Deposition in Beef Cattle" has received more than 1,400 downloads, nearly 50 per day.



### On target again and again

When Tom Williams at Chappell Feedlot receives calves from Brett Foster, he can bet they're going to do well.

"He has consistent quality that keeps getting better," Williams says. "He's got that mind-set."

In July, the retained ownership customer from Butler, Mo., had a pen of

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steers and heifers that went 57.14% CAB and 5.6% Prime. That was the second sort from a lot that went 35.6% CAB overall, 87% Choice and only 4% Yield Grade (YG) 4s.

"He's got the performance to go with it," Williams says. "His ribeyes are up there. They gain well." The entire lot

averaged 3.57 pounds (lb.) average daily gain (ADG), with a 5.27:1 feed-to-gain conversion.

"He typically gets quite a few 30-06 pens," Williams says. "They're very consistent."



**El Gaucho reigns**

This holiday season, El Gaucho restaurant in Seattle, Wash., will become the first restaurant worldwide to offer dry-aged CAB brand Natural Prime.

"We have always wanted to serve all-natural beef," says Paul Mackay, founder and chairman of Mackay Restaurants, which manages El Gaucho and six other properties. "This is the first natural product that equals the CAB brand Prime quality we serve in our restaurants. It is simply the finest natural beef available,

**Sport Your Logo**

**Angus producers are cleared to use logo to show support of the brand.**

Angus producers have been asking for clearance to use the *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) brand logo for as long as it has existed. The lights are green now for an approved layout use.

*CABpartners.com* features downloadable versions for fall sale book and advertisement use.

Until now, producers had no approved form in which they could note their alliance and support of the brand. With regret, most producer requests for logo use had to be turned down because of implications that all of their cattle, or even certain individual cattle, were "certified." Of course, the mark only applies to beef product accepted by those government inspectors in the plant coolers.

Still, as CAB grew and was able to devote more resources to the production side in supply development, new ideas came out. For several years, producers have been able to use the brand logo when they become "licensee for a day" to serve CAB brand products at an event.

Today, you have the opportunity to join in the vision and rope yourself more profit potential by targeting the CAB brand and letting everyone know of your aim. Common sense and your own integrity will be the main guidelines — you won't win new customers by proclaiming your support with a logo while ignoring the selection and management to back it up.

and the only beef good enough to serve in our restaurants.”

CAB brand Natural Prime is the only natural beef brand offering a Prime level of marbling. Stringent standards ensure its robust flavor, juiciness and tenderness, making it more selective than USDA Prime. Additional standards ensure CAB brand Natural Prime is from cattle that have never been given hormones, antibiotics or animal byproducts. Cattle are only given vegetarian feeds and are traceable to their ranch of origin. Less than 1% of all beef meets CAB brand Natural Prime’s exacting quality standards, as confirmed by USDA graders.

“CAB brand Natural Prime is designed for people who desire the best, naturally,” Jim Riemann, CAB president, said. “It is the ultimate complement to our brand’s selection of premium beef offerings.”

## NATIONAL WESTERN

### Make plans for the NWSS

It’s not too soon to start making plans to attend the 2007 National Western

Stock Show (NWSS) in Denver, Colo. Angus activities start Tuesday, Jan. 9, 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. 10, in the Stadium Arena.

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### Guidelines for use

Official guidelines for using the new mark are as follows.

- The Targeting the Brand logo layout can be used by Angus producers and industry or business associates to show support for the CAB program and brand. It can be used at events and sales as well as in sale books and routine communication.
- In this approved form, the mark can be used in advertisements, company letterhead and farm or ranch signs. A bumper sticker version is now available.
- No prior approval is needed for use of the mark. The logo and text must appear together in the format provided. The CAB brand logo cannot be used alone and the text design cannot be separated and used independently or with some other mark.
- No formal affiliation with the CAB brand is implied by use of the mark. CAB has the right to refuse use of any of its marks to any entity at any time, regardless of whether the above criteria have been met.

Downloadable versions are available online at [www.cabpartners.com/producers/logo.php](http://www.cabpartners.com/producers/logo.php). If you have any questions about the logo, contact Lance Zimmerman, supply development marketing manager, at (330) 345-2333, Ext. 252, or [lzimmerman@certifiedangusbeef.com](mailto:lzimmerman@certifiedangusbeef.com).

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On Thursday, Jan. 11, sale bulls take the stage, with judging in the Stadium Arena at 9 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 Center for the Performing Arts. Due to renovation at the Denver Marriott, the reception location has changed this year, but shuttles will be available from the Marriott.

The super-point ROV bull show begins at 8 a.m. on Friday, Jan. 12, in the

Stadium Arena. On Saturday, Jan. 13, Angus activities move to the yards with the carload and pen shows at 8:30 a.m., 30 minutes earlier than in previous years.

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 \$90 plus tax has been negotiated for the Angus group. Reservations must be made by Dec. 27.



Riverbend Rita R125

### **Riverbend Ranch donates 2007 Foundation Heifer**

Frank and Belinda VanderSloot, owners of Riverbend Ranch of Idaho Falls, Idaho, have donated the 2007 Angus Foundation Heifer, set to sell during the NWSS in Denver, Colo.

Riverbend Rita R125, a January 2005 daughter of Bon-View New Design 1407, will headline the package. She is bred to Mytty In Focus and is due to calve in March 2007.

In addition to the heifer, the buyer will receive 30 days of free insurance from American Live Stock Insurance Co. of Geneva, Ill.; free transportation to the buyer's ranch provided by Lathrop Livestock Transportation of Dundee, Ill.; and a flush and three embryo implants into the buyer's recipient cows from Trans Ova Genetics of Sioux Center, Iowa.

For more information log on to [www.angusfoundation.org](http://www.angusfoundation.org).

### **Foundation will sponsor YCC representative**

Every year, the Angus Foundation selects one participant to sponsor on the Young Cattlemen's Conference (YCC) tour. Sponsorship by the Foundation covers flight costs and registration fees. Incidental costs and meals are not covered by the Foundation sponsorship. The applicant must be between the ages of 25 and 50 and must also be a member of the National Cattlemen's Beef Association (NCBA). This will be the fifth year the Angus Foundation has provided an opportunity for an Association member to attend YCC.

YCC provides a venue to help develop future leaders in the beef industry. The conference aids in developing leadership skills in our young Angus breeders and allows them to participate in a program that will expose them to many aspects of the cattle industry.

Beginning Nov. 1, applications for the 2007 YCC will be available at [www.angusfoundation.org](http://www.angusfoundation.org). Applications are due at the Foundation, postmarked on or before Friday, Jan. 5, 2007.