



The Angus Link

by **TY GROSHANS**, director of commercial programs,
American Angus Association

Bank on quality genetics

Rising input costs seem to be of most concern to all producers in the beef industry. These input costs have had a dramatic effect on the cost to raise a calf. The producers who are going to be successful will be the 'least cost' producers.

According to Cattle-Fax, from 2005 to 2008 the cost to raise and finish a fed steer has increased by \$405 per head. That's \$32 per hundredweight (cwt.) live, \$50 per cwt. of carcass weight or 72¢ per pound (lb.) at retail.

With all these changes in the marketplace, producers need to focus on adding value.

The video markets this summer have been strong, with transportation costs on the forefront of buyers' minds. The "reputation" calves with all the bells

and whistles (i.e., natural, weaned, preconditioned, vaccinated, etc.) are definitely selling for a premium.

This market gives commercial Angus producers more opportunity to differentiate their calves, add value and focus on genetics.

Genetics are going to be a critical control point for profitability that producers can use to capture value. Placing more emphasis on genetics and the quality of cattle is going to sustain profitability when input costs keep rising. Utilizing selection tools from the American Angus Association will assist producers in making better decisions to stay profitable in these uncertain times.



AngusSource® at the sale barn in 2008

The following list contains livestock auction markets, along with contact information and featured sale dates, that will feature AngusSource® cattle in upcoming sales.

Pratt Livestock Inc., Pratt, Kan.

Contact: Mike or Jake Lewis, 620-672-5961

Sale Dates: Oct. 20, Oct. 27, Nov. 3, Nov. 10

Fort Scott Livestock Market, Fort Scott, Kan.

Contact: Larry Martin, 620-223-4600

Sale Dates: Sept. 27, Oct. 25, Nov. 29

Apache Auction Market, Apache, Okla.

Contacts: Greg Griffeth, 918-306-1359;

or Bob Rodenberger, 405-641-8998

Dates: Oct. 18, Nov. 15

Winter Livestock Auction, Dodge City, Kan.

Contact: Brian Winter, 620-225-4159

Dates: Oct. 15, Oct. 22, Oct. 29, Nov. 5, Nov. 12

Riverton Livestock Auction, Riverton, Wyo.

Contact: Jeff Brown, 307-856-2209

Dates: Oct. 7, Oct. 14, Oct. 21, Oct. 28, Nov. 4, Nov. 11, Nov. 18, Nov. 25

Central Oregon Livestock Auction, Madras, Ore.

Contact: Trent Stuart, 541-475-3851

Dates: Oct. 13, Oct. 27, Nov. 3, Nov. 17, Dec. 1

Barren River Regional Livestock, Bowling Green, Ky.

Contact: Marty Lyle, 270-843-3224

Dates: To be announced

Cattlemen's Livestock Commission Co., Dalhart, Texas

Contact: Matt Wing, 1-800-858-4013

Dates: To be announced