

# Association Link

## **Association provides weekly genetic evaluation results**

The American Angus Association now provides weekly updates on all National Cattle Evaluation (NCE) expected progeny

differences (EPDs). The weekly capability is an industry first and considerably more frequent than NCE updates previously released twice yearly.

A printed spring 2011 *Sire Evaluation*

*Report* will still be available. Active members who returned their blue request cards to receive a printed copy of the fall 2010 report will receive the spring 2011 report automatically. All other members

and commercial producers who want a printed report must request it by contacting Brenda Gabriel at 816-383-5144 or send e-mail to [bgabriel@angus.org](mailto:bgabriel@angus.org).

For more information about weekly EPD releases, visit [www.angus.org](http://www.angus.org).

## **AGI to Accept Pfizer DNA Samples**

Angus Genetics Inc. (AGI), a wholly owned subsidiary of the American Angus Association, announces a new agreement with Pfizer Animal Genetics. The agreement will allow Angus breeders to submit Pfizer test samples to AGI for eventual incorporation into genomic-enhanced EPDs. AGI began accepting the samples Dec. 1, 2010.

“There is still work to be done to incorporate Pfizer’s High-Density 50K genomic predictions into the American Angus Association National Cattle Evaluation (NCE),” says Bill Bowman, AGI president and Association COO. “We are excited to make the Pfizer technology available to the industry as part of our selection tools, and we encourage breeders to visit our website, [www.angus.org](http://www.angus.org), as more details are available.”

For more information about genomic-enhanced EPDs, contact your regional manager, call 816-383-5100 or visit [www.angus.org](http://www.angus.org).

## **2010 Annual Report available on request**

The 2010 American Angus Association Annual Report is available. The report features the business, progress and activities of the Association and its entities for fiscal year (FY) 2010, which ended Sept. 30, 2010. It is available online at [www.angus.org](http://www.angus.org). Printed reports are available on request by contacting 816-383-5100 or [prphotos@angus.org](mailto:prphotos@angus.org).

## **2011 National Western nears**

Angus activities at the 105th National Western Stock Show (NWSS) in Denver, Colo., will take place Jan. 12-15, 2011.

**Listening Post.** All Angus producers attending the NWSS are encouraged to stop by the Association’s Listening Post in the Yards.

Association and Certified Angus Beef LLC (CAB) staff members will be available Wednesday through Saturday to visit with Angus ranchers about Association programs and the cattle industry. Be sure to stop by to chat and have a cup of coffee.

**Hill Show.** Hundreds of entries are expected for the Super-Point Roll of Victory (ROV) show on the Hill and the Pen and Carload Show in the Yards. This year a panel of three judges — Bill Wilson, Cloverdale, Ind.; Eldon Krebs, Gordon, Neb.; and Dick Hubman, Medford, Ore. — will evaluate ROV entries, with bulls shown on Wednesday and females shown Friday. David Brown, Idaho Falls, Idaho, will judge Thursday’s junior show.

**Yard Show.** A panel of judges comprised of John McCurry, Burrton, Kan.; Jonathan Perry, Fayetteville, Tenn.;

and Montie Soules, Skiatook, Okla., will evaluate the Pen and Carload Show Saturday.

**Bull Sale.** The National Western Angus Bull Sale will take place a day earlier this year, beginning at 5 p.m., Wednesday, Jan. 12, in the Beef Palace Auction Arena at the Stock Show Complex in Denver, Colo. The annual event is the only sale managed by the American Angus Association and will again follow the sale of the 2011 Angus Foundation Heifer Package.

Prospective buyers will have the opportunity to preview the bulls during the bull sale show beginning at 8 a.m. Wednesday in the Stadium Arena. A panel of five judges will evaluate the bulls using a composite system to help establish sale order. Judges include Paul Bennett, Red House, Va.; Brian McCulloh, Viroqua, Wis.; Greg Schreiner, Sedalia, Colo.; Darrell Stevenson, Hobson, Mont.; and Kevin Yon, Ridge Spring, S.C. Spectators will be invited into the showing to inspect bulls after the grand and reserve grand champions have been selected.

For more information about the sale, contact David Gazda at 706-296-7846 or any Association regional manager.

**Foundation Heifer.** Camron "Cam" Cooper of the Talon Ranch, Twin Bridges, Mont., is donating TR Barbara Perfection 9711 (registration no.: 16389288) as the 2011 Angus Foundation Heifer, set to sell at the NWSS in Denver, Colo. This Feb. 8, 2009, daughter of Sitz Upward 307R is confirmed safe in heifer calf to Connealy Thunder and expected to calve in late January.

Visit [www.angus.org](http://www.angus.org) for more information about the 2011 Angus Foundation Heifer Package. Contact the Angus Foundation at 816-383-5100 or visit [www.angusfoundation.org](http://www.angusfoundation.org) to learn more about the Angus Foundation and how you can support the Vision of Value: Campaign for Angus.

See a full schedule of Angus activities online at [www.angus.org](http://www.angus.org).

### **Pathfinder® deadline next month**

The deadline for submitting records to the Performance Programs Department to be included in the 2011 *Pathfinder Report* is Feb. 11.

The Performance Programs Department appreciates your cooperation in getting Angus Herd Improvement Records (AHIR®) data into the office in a timely manner. If you have questions about submitting data on forms, using the Angus Information Management Software (AIMS) program or with AAA Login, call the Association for assistance.

### **Watch 'The Angus Report' each week**

*The Angus Report* delivers weekly Association and industry news online at [www.angus.org](http://www.angus.org), offering busy cattlemen and women the opportunity to quickly catch up on important industry issues.

State Angus associations, publications, breeders and others looking for fresh website content are

encouraged to post the free program on their websites. Videos will be updated regularly at [www.angus.org](http://www.angus.org) and through the Association's Facebook and Twitter pages.



### **Chefs visit farm to become beef experts**

Chef Bob Menendez of Sunset 44 Bistro

in St. Louis, Mo., recently spent two days with an invited group of influential chefs from across the U.S. at Certified Angus Beef LLC (CAB) headquarters in Wooster, Ohio. There, professionals from the world's most successful brand of beef shared the finer points of the beef industry and the brand in general.

Many of the issues important in helping consumers understand ranchers,

such as environmental practices, sustainability and animal husbandry, were included, along with a greater understanding of the beef grading system.

Overall, the program provided a working knowledge of beef, from pasture to the plate, and included a visit to a local farm and classroom sessions. Menendez,

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like others in the group, will use the newfound knowledge to better represent all aspects of the brand and speak on its behalf to consumers and media as inquiries surface in their particular markets.

“These chefs are the experts in their markets, having continuous dialogue with

consumers and media about the beef they’re serving and those who produce it,” says Tracey Erickson, CAB vice president of marketing. “We wanted to arm them with the knowledge they need to respond to the questions and concerns they hear every day.”



### **The People’s Choice**

More than 600 CAB Annual Conference attendees weighed in on the best brand promotion by a licensee in October. The coveted cowboy trophy winners were voted on “live” at the conference.



From left, CAB President John Stika presents the People’s Choice award to Eric Sanders and Dave Carlson of U.S. Foodservice GFG Division of Grand Forks, N.D.

Two distributors were selected to receive People’s Choice awards for most creative and effective sales contests. U.S. Foodservice GFG Division, Grand Forks, N.D., received the broadline award for a cowboy-themed contest that generated a 38% increase in steak sales compared to the same three-month period a year earlier. A 10-month contest with a daylong training program at the University of Georgia grew sales and brand knowledge for Buckhead Beef Co., Atlanta, Ga., helping it earn the People’s Choice award for a specialty meat company.

Buehler Food Markets, Wooster, Ohio, was selected by conference attendees to receive the award for excellence in retail advertising. As part of its television campaign, the company featured the meat department and the *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) brand.



### **The grand brand, the grand tasting**

The CAB brand owned the culinary demonstration stage at the New York City Wine & Food Festival this fall with meat cutting, beef education and product sampling. Brand Extension Manager David O’Diam and Chef Michael Ollier broke down a subprimal and demonstrated cooking techniques.



Chef Michael Ollier (left) and Brand Extension Manager David O’Diam break down a subprimal and demonstrate cooking techniques on New York City’s Pier 54.

To say the least, a meat-cutting demonstration is not the norm on New York City’s 54th Pier. More than 8,000 people attended the three-day event, where CAB partnered with retail chain ShopRite to have a large presence in the Grand Tasting Tent.

### **Lifetime membership options**

The American Angus Association offers producers a lifetime membership

option. The \$1,500 membership lasts throughout the life of the sole person named on the membership. Payments may be broken into three nonrefundable yearly installments. Call the Member Services Department at 816-383-5100 for more information.

### **BLI applications now accepted**

The fourth annual Beef Leaders Institute (BLI) is scheduled for June. Applications are now being accepted. BLI is designed for American Angus Association members, 25-45 years old, as a resource to provide insight to all segments of the beef industry. Attendees will be stronger, more effective leaders for the Angus breed and beef industry now and in the future.

The Association and the Angus Foundation will provide transportation, lodging, meals and materials during the BLI. Attendees will be responsible for round-trip transportation between their home and the beginning and ending points.

The BLI is limited to 20 attendees each year. Applications are available online or by contacting the Activities Department. March 1 is the application deadline. Call 816-383-5100 for more information.



### **Feeding Quality Forum presentations available**

The bottom line was the main line of discussion at the November 2010 Feeding Quality Forums in Grand Island, Neb., and Amarillo, Texas. The educational events focused on ways to increase profit by feeding high-quality cattle, and proceedings are now available at [www.cabpartners.com/events/past\\_events/index.php](http://www.cabpartners.com/events/past_events/index.php).

Speakers included Dan Basse, president of the AgResource Co., speaking on protein and feedstuff market outlook; Tom Brink, president of J&F Oklahoma Holdings, on managing and hedging quality cattle; Tim Schiefelbein, contract manager for American Foods Group, talking about how cattlemen can get paid for high-quality cattle; Tom Noffsinger, veterinarian and independent feedlot consultant, discussing caregiver impact on cattle performance and quality; and Kevin Murphy, owner/founder of Food-Chain Communications, shedding light on the food morality movement. See coverage of the event beginning on page 82.

More than 150 feeders and allied industry professionals gathered at the events, which honored Paul Engler during a luncheon presentation. Engler, who founded Cactus Feeders and several cattle ranches, received the 2010 Industry Achievement Award. He addressed the group on the challenges ahead in Amarillo, and shared comments by video in Grand Island, which are also available on [www.CABPartners.com](http://www.CABPartners.com).

Feeding Quality Forum is sponsored by Pfizer Animal Health, Certified Angus Beef LLC (CAB), *Feedlot* magazine and Land O' Lakes Purina Feed LLC.



### **Telling the beef story**

Before starting on the production segment of the CAB Master of Brand Advantages course, students — up-and-coming meat sales professionals — were surveyed to collect their impressions of a commercial feedlot. After the tour of Irsik & Doll Feedyard, Garden City, Kan., the

same survey form found different answers.

CAB staff briefed feedlot managers Mark Sebranek and Jerry Jackson on the advance results to help them focus their tour presentation the first week of November. The event was helpful in developing a Cattleman's College session to be presented at the upcoming National Cattlemen's Beef Association (NCBA)

convention in Denver. Here are some key before-and-after comments that show this was a worthwhile course:

Pre: Parking lot full of cattle jammed in tightly

Post: A place to finish cattle prior to harvest. A vacation for the cattle.

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Pre: A free-for-all situation, lack of organization.

Post: "Daycare Center." It became very apparent to me that the feedlot managers are very concerned with the well-being of "their kids."

Pre: Stressful place for the animals to be.

Post: A place where cattle are fed to increase flavor in the beef they produce. I see it as a comfortable environment.

Pre: Inhumane conditions and poop everywhere!

Post: Cattle are treated great and have plenty of space to enjoy life.

Pre: Assembly line.

Post: I now know that there is a lot of



**Left:** Tobey's Grocery and Butcher shop in South China, Maine, serves a community of 5,000 and markets beyond that to about 12,000 households per week. With billboards not allowed in the state, these ads are a seriously fun way to promote CAB sales.

care, concern and passion on the feedlots. It is not a buffet line and overcrowded living quarters.

### Cattlemen's College® Session

Whether in one-to-one conversations with consumers, chefs, retailers or school children, effective communication about beef producers and beef production can go a long way in improving perceptions about the beef business. Learn from a variety of industry-led programs that engage people in the beef story during Cattlemen's College at the 2010 Cattle Industry Annual Convention.

### Summer internship deadline Feb. 1

The American Angus Association offers internship opportunities for college students hoping to further their education and gain valuable real-world experience with the world's leading beef cattle association. Both internships span approximately late-May to mid-August, with specific starting and ending dates depending on the applicant's availability.

The Junior Activities Department is offering college sophomores, juniors or seniors the opportunity to assist with the planning and execution of junior shows and leadership events, and gain experience in association work. Applicants must be enrolled in an ag-related major. Applicants may send a cover letter, résumé and references to: Robin Ruff, director of junior activities,

American Angus Association, 3201 Frederick Ave., Saint Joseph, MO 64506. For more information contact Ruff at 816-383-5100 or [rruff@angus.org](mailto:rruff@angus.org).

The Public Relations (PR) and Communications Department is accepting applications from college juniors or seniors studying communications or ag communications. Applicants with strong writing, as well as editing and design backgrounds are encouraged to apply. Photography experience and an understanding of video and social media would be an asset. Travel is likely. To apply for the PR internship, send a cover letter, résumé, references and samples to: Crystal Albers or Crystal Young, American Angus Association, 3201 Frederick Ave., Saint Joseph, MO 64506. For more information contact Albers or Young at 816-383-5100; [calbers@angus.org](mailto:calbers@angus.org); or [cyoung@angus.org](mailto:cyoung@angus.org).

Applications for both internships are due Feb. 1.

### Foundation scholarship applications available

The Angus Foundation will award a number of undergraduate and graduate scholarships this year. Recipients will be recognized at the 2011 National Junior Angus Show (NJAS) in Harrisburg, Pa.

The eligibility requirements for these general Angus Foundation scholarships remain the same. Angus youth who are graduating from high school or in college currently may also be eligible for other

Angus-related scholarships that are permanently endowed and managed by the Angus Foundation.

The Foundation will also make available graduate student scholarships to young men and women actively involved in the Angus breed who are pursuing advanced degrees.

Applicants must have at one time been a National Junior Angus Association (NJAA) member and must currently be a junior, regular or life member of the American Angus Association. Strong preference and priority will be given to applicants pursuing advanced degrees related closely to the beef industry.

Applications and guidelines are available at [www.angusfoundation.org](http://www.angusfoundation.org). The application deadline is May 1.

For more information contact the Angus Foundation at 816-383-5100.

### Post Angus videos on your website

The American Angus Association has released its latest national advertisements focusing on the economic advantages of the Angus cow. Short video segments are available to post to state association or individual websites, free of charge. Watch the videos at [www.angus.org](http://www.angus.org) or on YouTube by searching for "The Angus Cow: She Has No Equal." Contact the PR Department at 816-383-5100 for more information.

