

Association Link

Spring Sire Evaluation Report available

The spring 2009 *Sire Evaluation Report* is available online at www.angussiresearch.com. Accessing the report online is the fastest and

easiest way to get the latest performance information on sires in the Angus breed. It allows you to specify ranges of expected progeny differences (EPDs) and to sort bulls that qualify in those ranges.

Printed copies of the *Sire Evaluation*

Report will be available at the National Western Stock Show (NWSS), both on the Hill and in the Listening Post. In addition, active members who returned their blue request cards to receive a printed copy of the Fall 2008 report will receive the

Spring 2009 report automatically. All other members and all commercial producers who want a printed report can request one by contacting Brenda Gabriel at 816-383-5144.

Applications now accepted for Beef Leaders Institute

The second-ever Beef Leaders Institute (BLI) will be May 31-June 3. 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 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 Communications Department. March 1 is the application deadline. Further questions can be directed to Shelia Stannard at sstannard@angus.org, Ty Groshans at tgroshans@angus.org or by calling the Association at 816-383-5100.

Pathfinder® deadline is Feb. 6

The deadline for submitting records to the Performance Programs Department to be included in the 2009 *Pathfinder Report* is Feb. 6.

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.

Summer internship deadline Feb. 1

The Association offers summer internships to college students who want to learn more about breed association work. The paid internships last approximately 10-12 weeks. Application deadline is Feb. 1.

The Association's Communications Department offers an internship to junior- or senior-level students majoring in ag journalism or communications who have an interest in the livestock industry. Students interested in the communications internship should have completed course work in news and feature writing, as well as editing and photography. Send a cover letter, résumé and writing samples to Shelia Stannard, director of communications and events.

Association Highlights *(from page 6)*

The Junior Activities Department employs a college student to assist with the planning and execution of junior Angus shows and leadership events. The student should be a self-starter who is detail-oriented and can work with a variety of people. Applicants for the junior activities internship should have an agriculture-related major. Any student interested should apply to Robin Ruff, director of junior activities.

Foundation graduate, undergraduate scholarship applications available

The Angus Foundation will award a number of undergraduate and graduate scholarships this year. Two \$5,000 scholarships will be given in memory of former American Angus Association executive vice president Richard “Dick” Spader. In addition, \$3,000 scholarships and \$1,000 scholarships will be available. Scholarship recipients will be recognized in July at the 2009 National Junior Angus Show (NJAS) in Perry, Ga.

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

The Angus Foundation will also make available five graduate student

scholarships to young men and women actively involved in the Angus breed who are pursuing an advanced degree in higher education. 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.

The Angus Foundation undergraduate and graduate student scholarship application and guidelines are available at www.angusfoundation.org. The application deadline will be May 1, 2009. For more information contact the Angus Foundation at 816-383-5100.

Calling all students

Applications are now being accepted for internships in the Certified Angus Beef LLC (CAB) marketing department. Interested college students should check <http://corporate.certifiedangusbeef.com/recruiting/> for more information.

Another record year

The *Certified Angus Beef*® (CAB®) brand, with sales of more than 634 million pounds (lb.) in 2008, hit the highest mark in its 30-year history. Approximately 14,300 licensees helped

the original brand of fresh beef achieve its ninth consecutive year at more than half a billion pounds sold.

“What our customers accomplished with the brand is nothing short of amazing,” John Stika, president of CAB, says.

Commitment in every segment of the industry drove sales in more than 40 countries. Across all sectors — retail, foodservice, international and value-added products — CAB achieved six of its historical top 10 sales months last year, with a 58-million-lb. high in August.

Retail Division. In May and June, the Retail Division set records of more than 29 million lb. sold, capitalizing on strong demand during grilling season. Retailers such as Piggly Wiggly Carolina Co. and Foodland Super Market Ltd. of Hawaii focused on educating staff and raising brand awareness among customers.

International Division. Sales continued to grow internationally. In June, 350 Loblaws stores began a launch across Canada with the CAB/President’s Choice® products. The *Angus beef at its best*® tagline registration in Canada strengthened the brand’s trademarks.

Foodservice Division. With 7,500-plus licensed restaurants, the Foodservice Division increased sales to more than 214 million lb. Premium chain licensees such as Fogo de Chão Churrascaria Brazilian Steakhouse introduced the brand, while individual and chain

restaurant partners featured new cuts, developed creative menu applications, offered samples to prospective customers and created targeted promotions. Efforts not only drove sales, but also established the brand as a point of difference for operators.

Value-added Products Division. Value-added product sales eclipsed 14 million lb. for the year. Innovative items, including a marinated London broil and a meatloaf designed for retailers’ deli rotisseries, filled new niches.

The brand’s holiday promotion for New York strip roast boosted sales of that cut by 45%, while new chuck cuts were introduced with cooperation from national and state producer beef councils.

Developing supply

“Consumers continue to demand premium quality for their food dollars. Their decisions drive the message to producers that we need more high-quality cattle,” Stika says.

Producers are responding. More than 14.2 million head of cattle were identified for the brand — a notable increase of more than 700,000 head in the past year — with 2.5 million head certified. Acceptance rates rose to 17.8%. During June, July and August 2008, the share of Angus-influenced cattle in packing plants averaged more than 60%, including a record 64% for the third week of August.

The Supply Development Division’s

Best Practices Manual for producers had to go into a second printing. It offers information on selection, management and marketing of Angus-influenced cattle to hit the brand's quality target.

To maintain focus on demand for quality beef, the brand joined with Pfizer, Purina Mills and *Drovers* to form Consumer First Beef Partners, providing leadership within the beef industry.

"We are seeing today that demand signals on the consumer side are being passed back to the production side," Stika says. "We know quality costs, but it also pays."

Activities planned at National Western

Five days of Angus events are slated during the 103rd NWSS in Denver, Colo., including the super-point Roll of Victory (ROV) Show, a junior heifer show, pen and carload shows, and the National Western Angus Bull Sale.

Angus activities start Tuesday, Jan. 13, with the junior heifer show. The super-point ROV Show begins with the female show Wednesday and continues Friday with the ROV bull show.

Sale bulls take the stage Thursday, with judging in the Stadium Arena, followed by a viewing of all sale consignments. The sale begins at 2 p.m. in the Beef Palace Auction Arena. A sale book can be viewed online at www.angusjournal.com or requested by calling the American Angus Association.® The sale of the 2009 Angus Foundation Heifer Package will precede the bull sale.

Thursday evening, Angus enthusiasts will gather for the Angus Reception at the Denver Marriott City Center — Downtown.

Angus activities conclude Saturday, Jan. 17, with the pen and carload shows in the Yards.

A schedule of events follows:

Tuesday, Jan. 13

1 p.m. Junior Angus heifer show, Stadium Arena

Wednesday, Jan. 14

8 a.m. Super-point ROV Angus female show, Stadium Arena

9 a.m.-5 p.m. Angus Listening Post open, Yards

Thursday, Jan. 15

8:30 a.m. Judging Angus sale cattle, Stadium Arena

9 a.m.-5 p.m. Angus Listening Post open, Yards

2 p.m. National Western Angus Bull Sale, preceded by the sale of the Angus Foundation Heifer Package, Beef Palace Auction Arena

6:30-8:30 p.m. Angus Reception, Denver Marriott City Center

Friday, Jan. 16

8 a.m. Super-point ROV Angus bull show, Stadium Arena

9 a.m.-5 p.m. Angus Listening Post open, Yards

Saturday, Jan. 17

8:30 a.m. Angus Carload & Pen shows, Livestock Center Auction Arena

9 a.m.-5 p.m. Angus Listening Post open, Yards

Stop by the Angus Listening Post

An Angus Listening Post will again be located in the Yards. New in 2009, both

the Association and CAB staff will be under one tent. The new larger tent will be across the aisle from where the Angus tent has been in past years.

Be sure to stop for a cup of coffee at the Angus tent in the herd bull display aisle. Association members and commercial cattle producers are encouraged to stop by the Listening Post Wednesday through Saturday to talk about current beef

industry issues, visit with Association personnel and other breeders, ask questions and exchange ideas.

In addition, the Angus booth on the Hill will have the latest Association publications, and Association staff will be available to visit there.

