

Association Link

I Am Angus receives regional award

The American Angus Association's *I Am Angus*® documentary series was recognized with a first-place award for best audio/visual public relations project during the Best of NAMA Region II Awards Banquet. Each year, the National Agri-Marketing Association (NAMA) honors the best work in ag communications. Companies/agencies must first qualify through regional competition in order to advance to the national level. The national awards ceremony will take place April 17 at the Sheraton Crown Center in Kansas City.

Angus improves genetic selection tools

The American Angus Association announces enhancements to its genetic

prediction tools following an extensive genomic recalibration project in collaboration with Pfizer Animal Genetics. Starting Jan. 11, Angus breeders will notice updates to expected progeny differences (EPDs) impacted by Pfizer HD50K-tested animals.

"In an effort to bring the best science and technology possible to our Angus breeders, a Pfizer HD50K recalibration process was necessary to better characterize Angus genetics," says Bill Bowman, Association COO and Angus Genetics Inc. (AGI) president.

Users of Angus genetics will see changes reflected in EPDs and accuracies for Pfizer HD50K-tested animals and re-estimated genomic correlations. The Association also updated the economic assumptions used to calculate dollar value indexes (\$Values). Both updates,

in turn, affect breed averages and percentile rankings.

"We encourage breeders and commercial bull buyers to access the most current EPDs and \$Values through our Association website," Bowman says. "This continued effort to provide robust, real-time selection tools — focused on economics — benefits the Angus breed, and the entire industry, long term."

The National Cattle Evaluation (NCE) EPDs are processed weekly and posted every Friday on www.angus.org.

A is the designated letter for permanent ID in 2013

International letters are designated for each year of birth for livestock identification (ID). These designated letters are an easy option to use in conjunction with numbers when permanently identifying animals. For example, A001 and A002 could designate the first two calves born into your herd in the year 2013. International letter code is optional for Angus breeders.

For complete information about permanent ID and naming animals, visit www.angus.org, and click on Rules and Forms to access Part 4 of the online *Breeder's Reference Guide*.

2013 World Angus Forum

The Association is now taking names for the 2013 PGG Wrightson World Angus Forum in New Zealand October 2013. A travel group will be coordinated for the American delegation for those interested in traveling to New Zealand for the Forum and the tours before and after. For more information as it becomes available, call the Activities and Events Department at 816-383-5100.

Convened every four years, the Forum is a platform for the exchange of genetic information and breeding objectives. The 2013 tour will also celebrate the 150th anniversary of the Angus breed in New Zealand.

I Am Angus airs

I Am Angus focuses on the heart of the Angus cattle business — its people, their heritage and why they've chosen to be in the Angus business. The video series explores each sector's stake in the Angus breed and beef business, our Angus heritage and how animal agriculture remains relevant today.

Initiated in 2008, the Association-produced documentary series continues March 7 on RFD-TV. Visit www.angus.org to watch previous episodes.

The program provides an avenue to show the commitment producers and others have made to raising quality beef.

For more information or to watch segments from past shows visit www.angus.org.

MaternalPlus®

MaternalPlus is a voluntary, inventory-

based reporting system designed to capture additional reproductive trait data and, ultimately, expand reproductive and lifetime productivity tools. By using MaternalPlus, producers will receive additional information at weaning processing time, including calving ease, birth weight and weaning weight EPDs for calves out of inventoried cows.

In addition, MaternalPlus allows producers to submit cow disposal codes and reason designations, which keeps an accurate record of why a cow left the herd.

To learn more about MaternalPlus, visit www.angus.org or AAA Login.

Japan's reopening market

More than 14,000 restaurants and grocery stores feature the CAB brand throughout the United States and in 45 countries around the world, but even with this wide reach, the limiting factor to further global brand trade is simply access.

Take Japan, for example. For the last several years, that market has been open only to beef from cattle harvested at less than 20 months of age. Despite this limited access, CAB maintains strong brand recognition and restaurant chains continue to find ways to showcase the brand through limited-time offers and special menu promotions.

Royal Host Co. Ltd., a chain and specialty restaurant company, is holding its second CAB brand promotion in the greater Tokyo area. It is focused on two of the company's chain restaurants, Royal Host (300 units) and Cow Boy Family restaurant with 20 units. The three-month ribeye event emphasizes the premium quality and the devoted care that goes into providing this beef from U.S. farms and ranches to Japanese consumers.

Only about 15% of the brand's supply is available to Japan under current cattle age requirements, but that is projected to move to 30 months and younger this spring, which would open that market to the vast majority of CAB product.

The return to such access will provide CAB considerable growth opportunities in Japan's market, the leading country for international sales prior to its shutdown amid bovine spongiform encephalopathy (BSE) concerns in 2004.

CAB's growing relationship with Royal Host Co. is made possible with the help of the packer and exporter JBS and Hannan Corp., a newly relicensed distributor in the Japanese market. The three partners welcomed Royal Host Co. guests at Denver's National Western Stock Show.

During their visit, the group met with ranchers who target the brand, learning about the U.S.-beef-production system and engaging with the CAB team to further develop a strong business partnership.

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Dr. Corah Live



Facebook friends logged in for a lunch-hour question-and-answer session in December with Larry Corah, Certified Angus Beef LLC (CAB) vice president of production. Instead of taking the mic, Corah used a keyboard to answer beef production questions sent by interested ranchers and consumers from across the United States and Canada.

His career of helping producers excel spanned decades in Extension animal science before taking on that role the past 14 years with the *Certified Angus Beef*® (CAB®) brand. With that combination, he's known internationally for an ability and genuine desire to help cattlemen.

Questions ranged from the brand's participation in Canada to genomic testing and selection strategies. As an example, one asked, "With the price of corn and other commodities, have you seen a trend for cattle being marketed with shorter days on feed and, therefore, fewer qualifiers for the CAB program?"

Corah answered, "We have not. Part of that relates to the fact that even with the price of corn, the cost of gain is still below the market price. So, economically, it benefits the cattle feeder to put as much weight on the cattle as possible. This is particularly important since most cattle are sold on a grid, meaning getting as much carcass weight as possible is advantageous to the feedlot."

He added a Web link to an explanatory article. To read the full exchange and a blog summary, visit www.blackinkwithcab.com and search "Dr. Corah."

Two virtual participants, Lindsey Farmer Lites and Janet Rippe, were randomly chosen to win CAB prizes after the live chat, the first in what may become a repeat feature as topics arise.

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Educator's Corner

Agricultural professors and others who help explain concepts and technology to ranchers have a big influence on what they produce, including the supply for cattle for the CAB brand. That comes from teaching the next generations, as well as research

and sharing those findings with herd operators.

When it comes to high-quality beef information, CAB can be a great resource for statistics and figures, as well as related research reports. To assist these industry leaders with quick and easy access to helpful information, Educator's

Corner on www.CABpartners.com was launched Dec. 1, 2012.

"There's nothing worse than needing a statistic, fact or resource and not being able to put your finger on where you saw it last," says Larry Corah, CAB vice president of production and past beef Extension and research specialist at

Kansas State University.

The page showcases current research papers, CAB program history and a downloadable PowerPoint with the brand's fiscal year data. Users can order free resources from a beef-grading brochure to the *Best Practices Manual*, which agricultural professors may need for producer meetings or in educational settings.

Educator's Corner, which has received positive reviews by site visitors, will be continually updated with fresh and relevant information, Corah says.

Download the Angus App

The Association has launched Angus Mobile, a free smartphone application for the iPhone, iPad and Android devices. The app allows users to update herd data no matter where they are on their farm or ranch. Download the easy-to-navigate app and gain access to the latest news, sale reports, show results, expected progeny differences (EPDs), \$Values and much more. Visit www.angus.org for more details.

Association can help with junior transfers

If you know of a junior member who has purchased or raised a heifer that he or she wants to show, please make note of all ownership deadlines. If a deadline is fast approaching and you haven't received the transferred registration, the Association can help.

Contact the Association at least two weeks prior to the show ownership deadline. Every effort will be made to get the transfer processed in time. Remember, late transfers are never accepted, regardless of the reason.

Foundation scholarship applications available

The Angus Foundation will again award a number of undergraduate and graduate scholarships this year. Scholarship recipients will be recognized at the 2013 National Junior Angus Show (NJAS) in Kansas City, Mo.

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 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 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 is May 1.

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

Watch *The Angus Report* each week on RFD-TV

The Angus Report delivers weekly Association and industry news on RFD-TV every Monday at 8:30 a.m. EST. The program offers busy cattlemen and women the opportunity to quickly catch up on important industry issues.

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.

Lifetime memberships can be issued to one person only, and are not meant for partnerships. The membership option may be used for a farm name, provided only one person is included on the membership.

Apply for Auxiliary scholarships now

The American Angus Auxiliary annually awards scholarships to graduating high school seniors. The postmark deadline for the national contest is May 1.

Junior Angus members must first be chosen as a state auxiliary scholarship winner before advancing to the national competition. Applications are available at www.angusauxiliary.com. State Angus auxiliary scholarship contacts are also listed online. For more information, contact Cortney Holshouser, Auxiliary scholarship chairwoman, at 919-853-3208.

Beef council partnership

Football fans were in for a treat during the Sept. 29, 2012, rivalry between the Washington State Cougars and the University of Oregon Ducks. More than 10,000 hungry tailgaters sampled CAB brand chili and received \$5 coupons to get their own at the local retailer, Quality Food Center (QFC).

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2013 CAB Board of Directors

The 2013 CAB Board of Directors met at the brand's Wooster, Ohio, headquarters for two days of business review and brand updates Dec. 10-11, 2012. Dwight "Kip" Palmer was welcomed as the new beef-industry board member from long-time retail and foodservice distributor licensee, Palmer Food Services. Pictured are (front row, from left) John Stika, CAB president; Jim Sitz, chairman; Bryce Schumann, vice chairman; (back row, from left) John Pfeiffer; Doug Schroeder; Palmer; Arlen Sawyer; Kevin Yon; and Jim Rentz. Not pictured are Richard Wilson, secretary-treasurer; and Brent Eichar, assistant secretary.



Greg, Jennifer, Tell, Abby and Taggart Rathbun joined CAB's Liz DeBoer at the football game in September.

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A Washington ranching family, Greg and Jennifer Rathbun and their three children attended the pregame event to represent the Washington State Beef Council in this three-way co-sponsorship with QFC, the beef council and CAB.

The family helped distribute chili samples and connected with consumers,

conveying the ranching and farming family's dedication to raising premium product.

"The Seattle game is a great example of the brand partnering with beef councils and licensed retailers," says Liz DeBoer, CAB brand marketing manager. "It was wonderful to see the strong message of

great ranchers serving consumers at the game."

The large quantity of chili samples required more than 500 lb. of CAB ground chuck, and the event left tailgaters asking for more.

Leading up to game day, QFC had a monthlong Facebook promotion with a

digital coupon to save \$2 when spending \$10 on CAB brand products in-store. Using their QFC advantage cards entered customers to win the Ultimate Beef Tailgating Package — including a Weber® Q® 120 grill.

The partnership continued beyond game day, with the beef council, QFC and CAB helping sponsor Chateau Ste. Michelle wines at the Seattle Wine and Food Experience in February for cooking demonstrations and more QFC coupons.

**Meet NJAA intern
Bryanne Duckett**

The American Angus Association welcomes Bryanne Duckett, New Liberty, Iowa, as an intern in the junior activities department. Based in the Association headquarters in Saint Joseph, Mo., Duckett will play a significant role in coordinating events for members of the National Junior Angus Association (NJAA).

"Bryanne is going to be a great asset to the junior activities department this spring and summer," says Robin Ruff, Association director of junior activities. "She has a strong background in the beef industry and a true passion for the Angus breed."

Duckett attends Northwest Missouri State University where she is pursuing a degree in animal science with a minor in commercial agriculture. The daughter of Todd and Bonnie Duckett, she is a member of the Laudmere Angus Farm crew, where she assists with selecting sires for artificial insemination (AI), supervises cattle during calving season and provides daily care.

"I am excited to meet new people and learn what goes on behind the scenes at the Association," says Duckett, who is a member of the Iowa Junior Angus Association and the Eastern Iowa Angus Association, where she has served in several leadership roles, including president and Angus royalty.

In her internship, Duckett will assist with daily in-office tasks; preparation for NJAA-sponsored shows and conferences, including Raising the Bar; organizing the Green Coats: Coast to Coast program and much more. She will also assist with the NJAA website, *Directions* newsletter, National Junior Recognition Program (NJRP) and other programs available to the NJAA membership.

"The eight-month time period I am at the Association will allow me to carry out all my projects and bring a fresh perspective to the NJAA program and my education," Duckett says.

Through the NJAA, Duckett has earned her Gold Award, and has participated in the showing and contests at the National Junior Angus Show (NJAS). She is also active in her local 4-H, FFA and church. In the future, Duckett hopes to continue her career in the agriculture industry, through the Association, NJAA or the Iowa Angus Association.