

Association Link

Sire Evaluation Report released

The printed version of the *Spring 2012 Sire Evaluation Report* is available. Active members who returned their blue request cards to receive a printed



copy of the fall 2011 report will receive it automatically. Other members and commercial producers who want a printed report should request it via email or by calling the Association. All requests should

be submitted to Brenda Weigart at bweigart@angus.org or 816-383-5144.

2011 Annual Report available on request

The *2011 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) 2011, which ended Sept. 30, 2011. It is available online at www.angus.org. Printed reports are available on request by contacting 816-383-5100 or lmaudlin@angus.org.

Applications now accepted for Beef Leaders Institute

The fifth annual Beef Leaders Institute (BLI) is scheduled for June 2012. Applications are now being accepted. BLI is designed for 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.

Z designated letter for permanent ID in 2012

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, Z001 and Z002 could designate the first two calves born into your herd in the year 2012. 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*.

Meat Tech 101

Sysco Columbia put its sales representatives' knowledge to the test in a *Certified Angus Beef*® (CAB®) brand meat training seminar in Columbia, S.C., in December. The idea stemmed from three CAB specialists at Sysco Columbia, Sysco Raleigh (N.C.) and Sysco Charlotte (N.C.), as a plan to give their sales staffs more brand and meat expertise. The other two distributors will have their hometown training days in March.

Each of the specialists had been in the CAB Master of Brand Advantages (MBA) program and wanted to create a training event to simplify some of the MBA curriculum that could be put to use most easily to help others in their companies sell CAB product against competition.

With quarters of beef shipped in from New York City, the salespeople were asked to identify cuts of beef from end

to end. David MacVane, Certified Angus Beef LLC (CAB) assistant vice president of business development, also used the beef to teach carcass fabrication and each subprimal's potential contributions to restaurants. Knowing more about underutilized cuts aided the sales force in marketing new CAB products.

CAB staffers Amanda Wydner and Kara Wilson led sessions on product yield and brand specifications, as applied in a sales scenario.

"This truly gives sales representatives the ability to focus on CAB and become expert meat salesmen," Wilson says. "There aren't many true 'meat heads' in the industry today, and chefs want to buy beef from someone who has meat knowledge. This gives them an advantage in their market."

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 2012 National Junior Angus Show (NJAS) in Louisville, Ky.

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 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.

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.

Labels for ground beef

Ground beef is a common and popular item in all retail stores, but CAB has expanded its presence in the category with the addition of four ground-beef labels to its resources for partners.

Retailers can now provide more details with 80/20 ground chuck, 85/15 ground round, 90/10 ground chuck and 80/20 ground beef labels. They fit the need for nutritional information required on packages in the United States, while keeping the brand in customers' minds.

Tara Adams, CAB assistant director of marketing, says, "The new labels allow retailers to not only showcase the brand, but also show [to] their customers that they offer a high-quality ground beef right in their self-service meatcase."

The category represents a continuing CAB growth opportunity and focus that saw a 71% sales increase over the past five years, in step with consumer demand for premium grinds, she adds.

Smashing on Forbes list

Fast-casual "better burger" chain Smashburger was recently named America's Most Promising Company by Forbes.

The 100% CAB-licensed chain topped the business magazine's inaugural list of 100 privately held companies with "compelling business models, strong management teams, notable customers, strategic partners and precious investment capital."



Smashburger focuses on the highest-quality ingredients and atmosphere in its stores, and each location features a signature burger for that state. Ohioans can order The Buckeye — with fried pepper rings, haystack onions, American cheese, lettuce, tomato and mayo on an egg bun.

The chain took the Windy City burger, a Chicago-area favorite, nationwide last fall using promotional support from CAB. In-store signage, ads and more promoting the partnership with CAB, this trendsetter continued its campaign to convert the masses to a better burger.

The company has grown from a single test location in Denver to 143 storefronts nationwide. Another 450 franchise agreements are already signed, including those in Canada and the Middle East.

Nominate advisors and Honorary Angus Foundation recipients

Any state junior Angus association can nominate its advisor(s) to be honored as the NJAA Advisor(s) of the Year. The award is presented at the NJAS and recognizes the time, effort and dedication adult volunteers give to their state junior Angus association.

Individuals can also nominate Angus

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enthusiasts for the Honorary Angus Foundation. This award is also presented during the NJAS and recognizes



those who have made extraordinary contributions to junior Angus programs.

Nomination forms are available by contacting the Junior Activities Department. Nominations for both honors are due to the Junior Activities Department by March 1.

Expanding brand reach

The third class of CAB-trained Brand Ambassadors completed spokesperson training in the fall. The program equips chefs and other culinary professionals with the tools to successfully execute media interviews and other opportunities.



CAB-trained Brand Ambassadors are prepared to speak on behalf of CAB to local and regional media and customers. They learn about all aspects of the beef industry.

Ambassadors focus on learning CAB history, goals and messaging. Basic media training provides a greater understanding of the entire beef industry and reinforces the ideals of beef quality. Last year's attendees included restaurant chefs, nutritionists and marketing professionals.

Graduates are prepared to speak on behalf of CAB to local and regional media and to potential customers. They're dubbed the local experts in beef quality, expanding the brand's reach and exposure, and positioning their own restaurants, retail stores or businesses as the local meat experts.

Ohio State hosts MBA

The brand's second class of the Master of Brand Advantages (MBA) program recently completed its meat science class at the Ohio State University (OSU) in Columbus, Ohio. The in-depth training series covers gate-to-plate education, imparting licensed distributors' sales forces with beef industry knowledge that will give them a competitive advantage.

"What I learned is really going to help me be more confident out in the marketplace talking to customers and



Kelly Hoppmann, CAB specialist for Sysco Columbus completed the Master of Brand Advantages meat science class at the Ohio State University.



to marketing associates,” says Kelly Hoppmann, CAB specialist for Sysco Columbia. “When I’m asked a question, I know now that I can confidently answer that question and, in turn, help their business as well as ours.”

Distribution companies have noted success from past MBA graduates and continue to express interest in completing more training. The third class will begin in May with a tour of cattle ranches, feedlots and a packing plant.

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 or www.youtube.com/apicreativemedia.

Lifetime membership options

The 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.

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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 Hill-Dukehart Cates, Auxiliary scholarship chairwoman, at 410-489-4960.

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; Tuesday, 7:30 p.m. EST; and Saturday, 2:30 p.m. EST. The program offers busy cattlemen and women the opportunity to quickly catch up on important industry issues.

State Angus associations, publications, breeders and others looking for website content are encouraged to post segments of the free program on their websites. Videos will be updated regularly at www.angus.org and through the Association’s Facebook and Twitter pages.

Watch I Am Angus

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 this fall and winter across America. The program is set to air Feb. 16 on RFD-TV. A subsequent program is planned for March. Visit www.angus.org to watch segments from the Oct. 31, Nov. 21, Dec. 19 and Jan. 5 programs.

The program provides an avenue

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Junior entry packets mailed

All junior members who are 9 years old and older should have received their green entry booklet in the mail. It contains a calendar of events and deadlines, as well as complete show

rules and entry forms for the regional preview shows and the NJAS. It also contains information about the Leaders Engaged in Angus Development (LEAD) Conference.

If you have not received your booklet, please contact the Junior Activities Department at 816-383-5100.

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. Late transfers are never accepted, regardless of the reason.

Note these junior deadlines

● Feb. 1 is the ownership and entry deadline for juniors



planning to participate in the Mid-Atlantic Junior Angus Classic (MAJAC) regional preview show set for March 9-11 in Harrisonburg, Va.

● Feb. 25 is the registration deadline for the Raising the Bar Conference, scheduled for March 30-April 1 at Ohio State University.

● March 1 is the ownership and entry deadline for the Western Regional Junior Angus Show, which will be April 21-23 in Reno, Nev.

Please note there are no exceptions to any of the ownership and entry deadlines. Please contact the Association if you need assistance meeting the deadlines.

CAB intern returns

It seemed like fate that Emily Krueger would join the CAB team. She grew up in the brand's hometown of Wooster, Ohio, and worked on a beef operation there. She'll graduate from the Ohio State University this June with a bachelor's degree in agricultural journalism and minors in animal science and psychology.

CAB recruits interns nationwide, and

few come from its backyard. But Krueger stood out, winning a spot last summer as a promotions and communications marketing intern, having already secured the spring 2012 position as industry information intern. What's more, the Ohioan has accepted a full-time post as CAB marketing specialist beginning this summer.

Meanwhile, Krueger is a Collegiate Young Farmers (CYF) president in charge of planning an annual Ohio ag industry tour, and member of Agricultural Communicators of Tomorrow (ACT). That adds to a résumé list of studying natural resource management in Australia, teaching horse riding in Maine and winning last year's American Farm Bureau Collegiate Discussion Meet.

Working from Columbus, Ohio, this spring she will write technical articles, features and news releases to help producers improve their ability to raise high-quality cattle.



Want to see what CAB was up to in 2011? Copies of the *Brand Update* are now available. Call Customer Solutions at 330-345-0809 to order a copy.

