

Association Link

Printed Sire Evaluation Report now available

The *Spring 2009 Sire Evaluation Report* has been online since mid-December, and the printed version of the report is also now available. Active members

who returned their blue request cards to receive a printed copy of the spring 2009 report will receive it automatically. Other members and commercial producers who want a printed report should request it via e-mail or by calling the American

Angus Association® Breeders who would like a quantity of printed reports to have on hand for their sales or events are welcome to do so. All requests should be submitted to Brenda Gabriel at bgabriel@angus.org or 816-383-5144.



W designated letter for permanent ID in 2009

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, W001 and W002 could designate the first two calves born into your herd in the year 2009. For complete information about permanent ID and naming animals, refer to www.angus.org/AngusEducation.html.

Keep current on genetic defects

The Association Board and staff have worked diligently to keep members informed of the latest information on arthrogryposis multiplex (AM), commonly referred to as curly calf syndrome.

Licensed labs are now testing animals for AM. For complete information on AM and the labs that are conducting the tests, please visit www.angus.org.

Educating producers

Certified Angus Beef LLC (CAB) President John Stika, vice presidents Brent Eichar and Mark Polzer, and other staff attended the American Angus Association Annual Meeting in Louisville, Ky. A session titled, "Supplying and Selling the Brand in a Changing Economy" was presented. The program featured a top sirloin cutting demonstration. Many producers had questions about cutting methods and how they add value to CAB's retail and restaurant business.

In November, CAB Supply Development staff organized, promoted and facilitated the Feeding Quality Forum meetings in North Platte, Neb., and Amarillo, Texas. The event was co-sponsored by Pfizer Animal Health, Land O' Lakes Purina Feed and *Feedlot* magazine. More than 70 producers attended each meeting. Topics of discussion included economics, the profitability of calf-fed and yearling-fed cattle during high corn prices and the role of beef in a healthy diet.

AngusSource® Carcass Challenge taking entries

The 2009 AngusSource® Carcass Challenge is currently under way. Groups of at least 38 head or more, enrolled in that age-, source- and genetic-verified program and fed at CAB-licensed feedyards are eligible for the contest. Regional winners are named quarterly, and the top pen for the year will win a \$500 cash prize. Enrollment is free, so contact your CAB partner yard to participate.

Grading explained

The CAB Supply Development Team recently released a new educational brochure, "Beef Carcass Grading Overview." The tri-fold, full-color piece is in response to common questions about quality and yield grading procedures. Request free copies of this brochure by contacting Marilyn Conley at 330-345-2333 or mconley@certifiedangusbeef.com

New partners join FLP

When feedlots are interested in hitting quality targets, CAB is interested in working with them. Two such examples, Winger Feedyard, Johnson, Kan., and Will Feed Inc.,

Cozad, Neb., became CAB-licensed through the Feedlot-Licensing Program (FLP) in 2008.

Winger, managed by Lorenzo Cruz, has a 13,000-head capacity and fills a large portion of that pen space with Angus cattle. The crew focuses on sharing information back to the producers.

It's a U.S. Premium Beef (USPB)-

qualified custom feedlot, buying or feeding retained-ownership cattle. Cattle are sorted into shipping dates, but sold according to finish weight.

"I hope [CAB licensing] demonstrates to the public that Winger Feedyard is dedicated to improving the quality of beef and the cattle industry as a whole," he says.

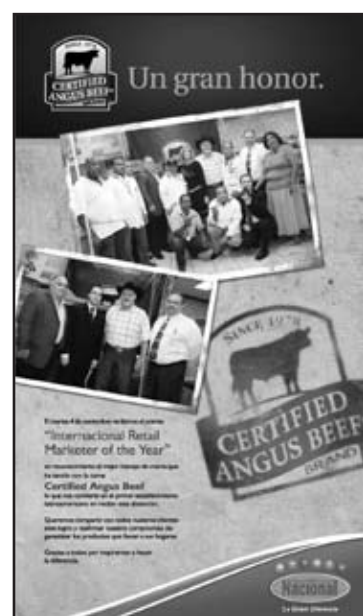
Will Feed, a 3,000-head yard, focuses on managing cattle and data in tandem to return the most money and information back to the rancher.

"We try to trace cattle," manager Anne Burkholder says. "I think the beef industry is putting together pieces of the

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International acclaim

Bill and Jennifer Davis, Sidney, Mont., traveled to the Dominican Republic in November to present CAB's International Retail Marketer of the Year Award to Supermercados Nacional. A special media reception and product sampling took place at the largest store for the award presentation. Along with Ralph Avila and Jerry Jones, from Buckhead Beef Co. of Florida, they did more than 30 live television and radio interviews as well as desk-side visits with the country's largest newspapers and magazines.



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puzzle. I don't think there's one magic set of genetics or management at any one point. It's a matter of putting pieces of the puzzle together in the best way."

Burkholder emphasizes Beef Quality Assurance (BQA) guidelines.

"We like to keep our calves healthy and happy and working for us," she says.

"We need to get the details right so we can set our people and our animals — and the beef that they produce — up for success."

Cutting costs

Cargill Fresh Meats introduced a full *Certified Angus Beef*® (CAB®) brisket trimmed to 1/8-inch (in.) surface fat.

Internal fat is also removed, boosting yields for chefs and retailers alike. This allows distributors to offer the cut directly, reducing labor costs and their customers' costs. The full-cut, trimmed brisket is also an attractive item for processors to use for precooking or corned beef.

Gate to plate

U.S. Foodservice Tampa and South Florida staff traveled to Gainesville, Fla., for a farm gate-to-dinner plate training at Stardust Ranch. They learned about everyday ranch operations, how different segments of the industry operate and how decisions at each level influence quality. The group also traveled to the University of Florida for beef quality discussions with meat scientists and carcass training. By educating partners and their sales staff, the brand message is clear and staff members are more confident.

Tools of the trade

CAB Corporate Chef Scott Popovic is always looking for new ways to assist the brand's foodservice partners. Realizing restaurants seek easier, stress-free menu items after the holidays, Popovic developed tips and recipes. His pot roast strudel is a versatile and economical dish, offering deep, rich flavor and the convenience of precooked CAB brand pot roast. He recommended the dish as an appetizer or creative entrée, and encouraged chefs to use the pot roast in other dishes to save costs while ensuring great taste. His ideas are useful, economical and simple for restaurants to put into practice. The information is presented in a news article that distributors can use in customer newsletters — just one of the many sales tools CAB offers its partners.

Education is also important. CAB staff recently presented roast ideas, ways to overcome sales objections and marketing trends information to 60 sales associates at U.S. Foodservice-Corona. The training session was designed to educate sales staff about the brand, as well as give them confidence to sell the product.

Cross-promotions are also helpful to brand partners. Roth's Family Markets based in Salem, Ore., reported across-the-board sales increases due to a contest hosted with Lea & Perrins Worcestershire Sauce. The company has partnered with CAB on several promotions during the past year.

Beef Leaders Institute applications accepted until March 1

The Association will conduct its second Beef Leaders Institute (BLI) May 31-June 3, and is now accepting applications for the event. BLI is designed for Association members 25-45 years old 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 during the BLI, as well as lodging, meals and materials. Attendees will be responsible for their own round-trip transportation to Kansas City, Mo., if flying, or Saint Joseph, Mo., if driving.

The BLI will be 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](mailto:ssannard@angus.org) or Ty Groshans at tgroshans@angus.org or by calling the Association.

Pathfinder® deadline is this month

The deadline for submitting records to the American Angus Association® Performance Programs Department for inclusion in the *2009 Pathfinder® Report* is Feb. 13.

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, via AAA Login or by using the Angus Information Management Software (AIMS) program, call the Association for assistance at 816-383-5100.

Make plans for World Angus Forum

Make plans now to attend the 2009 World Angus Forum, hosted by the Canadian Angus Association. The event is slated for July 13-16, 2009, in Calgary. Pre- and post-forum tours are also available. See a full schedule and registration information online at www.worldangusforum.com.

Foundation scholarship applications available

To foster the advancement of education, youth and research, 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 at the 2009 NJAS.

The eligibility requirements for these general undergraduate 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 five graduate student scholarships to young men and women actively involved in the Angus breed who are pursuing an advanced degree in higher education.

The graduate student scholarship can only be applied to advanced degree studies. Applicants must have at one time been an 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 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.

Apply for Auxiliary scholarships now

The American Angus Auxiliary awards

10 scholarships annually to graduating high school seniors. The postmark deadline for the national contest is May 10.

Junior Angus members must first be chosen as a state auxiliary scholarship winner before advancing to the national competition. Recipients are chosen from application forms that can be obtained from the American Angus Auxiliary web

site at www.angusauxiliary.com. State Angus auxiliary scholarship contacts are also listed online. For more information, contact Kathi Creamer, Auxiliary scholarship chairwoman, at 970-240-2798.

