

Association Link

Pathfinder® deadline is this month

The deadline for submitting records to the Performance Programs Department to be included in the 2010 Pathfinder Report is Feb. 12.

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 at 816-383-5100.

FCS report available online

On Dec. 21, the American Angus Association, Jon Beever of the University of Illinois, and David Steffen of the University of Nebraska provided an online update regarding the fawn calf syndrome (FCS) research and addressed some frequently asked questions.

The update, available at www.angus.org, discusses the preliminary decision by the Association Board of Directors to process FCS carriers and their progeny in a fashion similar to the Association's handling of arthrogryposis multiplex (AM) and neuropathic hydrocephalus (NH) carriers and their progeny.

Steffen and Beever described the genetic mode of inheritance for FCS as simple recessive, and discussed the process of developing a DNA test.

The complete report is available at www.angus.org.

Sire Evaluation Report released

The *Spring 2010 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 2010 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 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.

BLI applications due March 1

The Association will host its third annual Beef Leaders Institute (BLI) June 2-4, 2010. Applications are now being accepted for the event and are due March 1.

Limited to 20 participants, BLI is

designed for Association members 25-45 years old to provide insight into all beef industry segments while enhancing their knowledge of the Association and strengthening leadership skills.

BLI includes three days of tours and is coordinated by the American Angus Association to strengthen leaders and enhance the educational opportunities for young cattle producers. BLI is funded through the Angus Foundation.

Applications and further information is available at www.angus.org or by contacting the Activities Department at 816-383-5100.

Cattlemen's Boot Camp set

The American Angus Association and Virginia Tech will host a Cattlemen's Boot Camp May 21-22 at Virginia Tech's campus in Blacksburg.

Open to all cattle producers, Cattlemen's Boot Camps are funded by the Angus Foundation and are packed with 1½ days of educational material and speakers.

Registrations, at \$75, are due April 30 and cover meals and materials. To register, visit www.angus.org or request a registration form from the Activities Department. Late or walk-in registrations are not accepted.

The Hilton Garden Inn will serve as hotel headquarters. To reserve a room, call 540-552-5005 by April 30 and ask for the American Angus group rate; or visit www.blacksburg.hgi.com and enter group code ANGUS.

An additional Boot Camp is planned for August at North Carolina State University in Raleigh. Watch www.angus.org for further details as they become available.

X designated letter for permanent ID in 2010

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, X001 and X002 could designate the first two calves born into your herd in the year 2010. 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*.

Junior entry booklets mailed

Every active junior member of the Association should have recently received a booklet of information regarding shows and events, entries and deadlines for all 2010 junior activities. This booklet contains the rules, entry forms and information Angus youth need to participate in regional preview shows, regional shows, the National Junior Angus Show (NJAS) and the Leaders Engaged in Angus Development (LEAD) Conference this year.

If you are a junior member who's planning to participate in these events and you haven't received a packet, contact the Junior Activities Department at 816-383-5100.

2010 NJAS planned for Denver

It's never too early to begin planning for the 2010 NJAS, "Rush the Rockies," slated for July 11-17 in Denver, Colo.

Colorado, Kansas and Nebraska will co-host the NJAS — the largest single-breed beef cattle show in the world — and a host of educational and leadership activities for youth 9 to 21 years old.

Look for the show schedule and hotel information in the junior information booklet, in future issues of the *Angus Journal* or in the spring edition of the *Directions* newsletter. Online information is posted at www.njas.info.

Foundation scholarship applications available

In 2010, the Angus Foundation will make available general scholarships to students pursuing undergraduate and graduate degrees in higher education. Eligible Angus youth meeting the qualifications for the Angus Foundation's 2010 Undergraduate and Graduate Scholarship programs will be considered by the Angus Foundation's Scholarship Selection Committee.

Two \$5,000 scholarships will be given in memory of former American Angus Association Executive Vice President Richard "Dick" Spader. In addition, a number of \$3,000 scholarships and \$1,000 scholarships will be awarded.

As in past years, other specific and special criteria scholarships administered by the Angus Foundation will also be available. Scholarship

New York Strip Roast
It offers a generous serving experience with the robust, beef flavor you love, in a strip roast!
Great recipes and cooking tips: www.meatandbeef.com

Standing Rib Roast
Provides a rich flavor and tender juiciness thanks to the generous marbling throughout.
Great recipes and cooking tips: www.meatandbeef.com

In a continued effort to promote middle-meal sales, the brand suggested holiday roast recipes and marketing materials to its retail partners. New York-based Price Chopper stores ran these ads in December to promote *Certified Angus Beef®* brand strip and rib roasts to customers.

Steak social

Get the latest news online! Become a fan of the *Certified Angus Beef*® brand on Facebook and get the latest cooking tips, favorite recipes, notes from the chefs and brand information. See up-to-the-minute news, comments and tips on Twitter. Visit www.twitter.com/CertAngusBeef to get started.



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.

For more information or for an application, visit www.angus.org.

What consumers want

Beef reigns supreme in consumers' protein choices, according to research released earlier this year from West Texas A&M University. Nearly half of consumers surveyed put beef as their No. 1 protein choice, and 97% indicated they ate beef between one and 12 times each week.

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recipients will be recognized at the 2010 NJAS in Denver, Colo.

Applications are due May 1 and are available at www.angusfoundation.org.

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 Barbara Ettredge, Auxiliary scholarship chairwoman, at 940-686-2958.

Online coverage

Angus Productions Inc. (API) is providing online coverage of the 2010 Cattle Industry Convention and NCBA Trade Show (www.4cattlemen.com) and the 2010 Applied Reproductive Strategies in Beef Cattle Symposium (www.appliedreprostrategies.com). Both events were in late January in San Antonio, Texas.

Coverage will be posted to www.angus.org immediately following the events and will be archived with supporting materials to the respective meeting coverage sites.

For more information contact Shauna Rose Hermel, editor, at 816-383-5200 or shermel@angusjournal.com.

Make plans for National Angus Conference & Tour

The 2010 National Angus Conference & Tour will take place Sept. 15-17 in Bozeman, Mont. Visit www.angus.org for more information as it becomes available.

Lifetime membership options

The American Angus Association has reintroduced a lifetime membership option. The \$1,500 membership lasts throughout the life of the sole person named on the membership. Payments

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The study, “Consumers’ perceptions and preferences of meat and the meat industry,” was the result of doctoral research conducted by Lindsay Chichester, Canyon, Texas. She looked at the whole range of popular opinion on meat.

“We were trying to gauge consumer preferences, what their concerns were,

and what they’re not concerned with,” Chichester says. “I think as an industry that’s where we need to go. Our consumers are obviously the ones who support us and keep us in business.”

Branding is big. Digging into details, 65% of consumers preferred some type of branded beef. Among them, the largest

breakout group, 28%, preferred their steaks branded as Angus beef. Chichester’s academic advisor, animal scientist Ty Lawrence, says that proves the power of marketing.

“A lot of that is obviously going to tie back to the recognition of a brand like *Certified Angus Beef*® (CAB®),” he says.

The term “Angus” outweighed any other branding term, including Prime, tender, organic and grass-fed in consumers’ perception, but branding with words is not enough. Consumers are looking for quality behind those terms, Lawrence points out.

“The data also indicated customers say they want a higher-quality cut of meat,” Lawrence says. When asked to visually identify the desirable amount of marbling in a steak, 49% selected Modest or Moderate marbling — the same level required for CAB brand acceptance.

Marbling matters. “CAB’s marbling criteria overall was the largest sector of what consumers indicated they wanted — average Choice or better,” Chichester says. Another 20% of the population indicated a desire for Slightly Abundant or Moderately Abundant marbling, fitting into the Prime and CAB Prime category.

These results outline a clear challenge to cattle producers, Lawrence says. “Twenty percent preferred Prime-level marbling, while the beef population is at 2.5% Prime, maybe 3% on a good day. So we’re 17% short of the Prime population our consumers say they want.”

With nearly 70% of the population indicating they preferred upper Choice or higher, he says, “It’s phenomenal what consumers say they would prefer in comparison to what we actually have to offer them.”

Most consumers, 83%, make those purchases at a supermarket, where competition rules the meatcase. They are most concerned with price, color of the meat, the amount of edible product and marbling. “So we’re still looking at price, color, yield and quality,” Lawrence says. “The customers want their best combination of quality and cutability at a price they deem reasonable — and that’s different for everybody.”

Premiums paid. Results did indicate 56% of consumers were willing to pay a premium for all-natural products like CAB brand Natural. However, it also indicated consumers were unsure of the true meaning behind a “natural” label, Chichester pointed out. “Producers should know they have a market for natural products,” she says. But it comes with a need for producers to better define and educate consumers about what those labels mean, Lawrence says.

The survey also pointed out a need to correct misperceptions. One-third of consumers thought eating meat from animals treated with antibiotics would make them “resistant to antibiotics.” Another 57% said they were concerned that animal mistreatment is widespread in the industry.

“We have some education to do,” Lawrence says. “And we have a long way to go in showing our consumer base that animal husbandry is alive and well in production.”



Meat expert Kyle Miller (left) shares beef facts and hands-on cooking techniques with Ben Hyer and his mother, Lisa, during their Angus Foundation fundraiser visit to the CAB Wooster office.

said Pam Cottrell, director of human resources. “The objective of our health and wellness program is to help employees manage, improve and make healthy lifestyle choices by providing them with the information and tools they need to reach their goals.”

Outreach on the Range

Cow-calf producers, educators and

industry representatives gathered in Casper, Wyo., for the Range Beef Cow Symposium in December 2009. CAB was there to demonstrate the role of the brand in profitable beef production.

The evening before the seminar kicked off, CAB partnered with Pfizer Animal Health to speak to a group of 70 producers about producing high-quality beef and “The Truth” about animal agriculture.

During the event, CAB and the American Angus Association had a joint booth where ranchers could learn about the *Best Practices Manual*, see the new Angus video series and hear about services the team has to offer.



Culinary experience

An Angus Foundation fundraiser purchase brought Lisa Hyer and son Ben of Oklahoma to the CAB Wooster office for cooking school with the culinary team. The Hyers joined CAB President John Stika and his wife, Deanna, for a chef’s table dinner. They watched while Chef Scott Popovic prepared the meal, and enjoyed learning new techniques and asking questions. On Day 2, Chef Michael Ollier and meat expert Kyle Miller shared beef facts and provided the Hyers with valuable hands-on cooking techniques. They also had a chance to develop their own recipes.

Online cheat sheet

Interactive tools on www.certifiedangusbeef.com are making beef buying and cooking easier for consumers. The brand recently launched new sections on its web site to help consumers make educated and informed shopping decisions.

The “Beef Cuts” section details the most popular cuts of beef available today. Whether visitors select filet mignon, New York strip steaks or a top round roast, they will find selection tips, preparation methods and favorite recipes appropriate for each cut, as well as alternative names. They can also view photos of the cut as seen in the grocer’s meatcase. The beef cuts chart is a cheat sheet, of sorts, for beef buyers.

An enhanced recipe section includes main dishes, appetizers, side dishes and more. Best of all, the recipes are organized in categories according to cooking method.

Happy hearts

Joining the likes of Verizon Wireless, Kellogg Co., Merrill Lynch and General Mills Inc., CAB — at approximately 100 employees strong — has been recognized by the American Heart Association as a Platinum Level “Start! Fit-Friendly Company.” The designation, earned by only 170 organizations across the nation, recognizes companies who help their employees eat better and move more.

“Employee wellness and physical activity are important priorities at Certified Angus Beef, and we are honored and excited to be recognized by the American Heart Association,”