

Association Link

Y designated letter for permanent ID in 2011

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, Y001 and Y002 could designate the first two calves born into your herd in

the year 2011. 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*.

Sire Evaluation Report released

The printed *Spring 2011 Sire Evaluation Report* is now available. Active members who returned their blue request cards to receive a printed copy of the fall 2010 report will receive the spring report automatically. Other members and commercial producers who want a printed report should request it via e-mail at bgabriel@angus.org or by calling the Association at 816-383-5144.

Updates to percentile tables, breed averages, sires eligible for Main and Supplement listings, as well as the most recent heifer pregnancy research report for Spring 2011, are also available. While NCE EPDs are updated weekly, these summary resources will be revised biannually.

Visit www.angus.org for more information about weekly EPD releases.

Applications now accepted for Beef Leaders Institute

The fourth annual Beef Leaders Institute (BLI) is scheduled for June 20-23. 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 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.

Association seeks your input

The American Angus Association Board of Directors has announced a long-range planning initiative to identify and assess the needs of members and their commercial customers. The Association is conducting a series of long-range planning efforts geared toward accumulating input and subsequently developing long-range efforts and strategies to continue the breed's relevance into the future.

"The goal of these long-range efforts is to develop a defined strategy to set the course of our organization based upon the input of our membership, those who use our genetics, and other industry stakeholders," Association President Joe Hampton says. "We have a tremendous and diverse membership. Together, we can help set the course for the Angus breed for the next several years."

Bryce Schumann, Association CEO, says, "Our performance in fiscal year 2010 continued to demonstrate strong

demand for quality Angus genetics and solidified our long-held position as a leader in the beef cattle industry. This long-range planning initiative is meant to continue that industry leading position and Angus demand well into our future.”

As an initial measure to gather grassroots input, the Association is requesting Angus producers fill out and submit a nine-question survey being distributed in the January and February issues of the *Angus Journal*, the January *Angus Beef Bulletin*, and online at www.angus.org. Be sure to make your voice heard by filling out and submitting the questionnaire as soon as possible.



Meijer Inc., a CAB brand partner for more than 15 years, received a “lobby event” from CAB last fall.



Custom displays created an informational backdrop as CAB staff provided samples of CAB products.

Meijer lobby no mere hobby

Last fall the Certified Angus Beef LLC (CAB) staff conducted a “lobby event” at the Grand Rapids and Walker, Mich., corporate offices of Meijer Inc. They did not just pop in with a few samples, because Meijer is one of the largest companies in the United States, with 1,800 corporate staffers and many thousands more in nearly 200 stores regionally. A *Certified Angus Beef*® (CAB®) brand partner for more than 15 years, it has been the top volume retailer each year for the past five.

Meijer put a few of its CAB awards on display. Besides the bull statuettes for volume sales, the retailer is also a two-time retail Value-added Products Marketer of the Year and, in fact, the largest CAB retailer in the world. Custom-created displays made up an informational backdrop as CAB staff sampled deli roast beef, corned beef, pastrami and strip loin roast to employees, who also picked up coupons and recipes.

“These lobby events are a terrific way to say congratulations to Meijer,

and in particular the Meijer meat team, for all of their longtime successes and dedication to the brand,” says CAB’s Sarah Morehouse, assistant marketing director.

Interaction with Meijer employees was also important because as insider shoppers, when they love the product, they will purchase it and tell their friends, too, she adds. “It was a rare opportunity

to showcase not only our relationship with the Meijer meat team, but to impress upon Meijer executives what great potential still exists for continuing to grow business.” Chairman Emeritus Fred Meijer chatted with CAB staff and enjoyed samples.

Multisource, on-target

Angus cattle can hit the quality target. The average Angus producer

has improved herd genetics, and CAB-licensed feedlots have pushed them to meet their potential. Since 1958, Beller Feedlot, Lindsay, Neb., has worked toward quality results based on performance in the yard. The current listing of 30.06 cattle includes some multisource cattle fed at Beller for uniform quality.

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Terry Beller, feedlot owner and manager, credits talented backgrounders and the Angus breed as a whole.

“The quality is just there in most Angus cattle,” he says. Two of those in the top three 30.06 groups included 62 heifers that averaged 55% CAB with no outliers, while a third group had nearly that quality while gaining an impressive 3.2 pounds (lb.) per day.

“There are a lot more Angus cattle out there with hidden quality potential, and that needs to be exposed, realized,” Beller says. “Sometimes they slip through the cracks because they’re not entered into a program or gridded to show how much genetic potential they actually have.” The CAB 30.06 program recognizes harvest groups with at least 30% brand acceptance or Prime grade and no more than 6% outliers.

The feeder attributes the success of the Angus cattle from Barta Cattle Co., Fremont, Neb., to sound health programs as well, noting the direct correlation between health and grading. The multi-source cattle from Idaho, Montana, North Dakota and Nebraska were purchased as age- and source-verified, but didn’t make the final cut for replacement heifers.

“We strive for higher-end, high-quality cattle with a combination of carcass and maternal qualities,” says Wende Settles, manager and coordinator for Barta Cattle and the Internet-based Big Blue Sale Barn. “You always start with the end product in mind.”

Beller recognizes the 30.06 program pushes both the producer and feedlot to reach the higher quality that benefits consumers. “It’s a goal we’ve set,” he says. “We reached bronze in 2004, silver in 2006 and last year gold; we’re wondering what the next level is because we’re going to hit it.”

High steaks football

In Friendsville, Texas, between Houston and Galveston, where they take their football — and beef — seriously, a run for the state championship was fueled by banquets of the best beef two nights before game day for the last four weeks of the late fall season.

To inspire his hometown team, Sysco-Houston CAB Specialist Duke Dirksmeyer got together with friend, coach and



To inspire his hometown football team, Duke Dirksmeyer teamed with Coach Tony Fitzpatrick (pictured) to provide a team banquet to celebrate victory through the last games of the season.

player parent Tony Fitzpatrick and promised a weekly banquet for the 100 or so members of the coaching and team family if they got into the hunt for Texas 4A state champions. Maybe the incentive helped.

Teaming up with a top Sysco-Houston customer Joe’s Barbecue, Dirksmeyer supplied juicy, done-to-perfection CAB hamburgers the Thursday before the first round. After that victory, the next week it was CAB fajitas all around. After that victory, it was CAB brisket, one of Joe’s specialties. The Friendsville team won again, leading to the semi-final championship game.

“At that level, I told the team they deserved a true banquet,” Dirksmeyer says, “18-ounce CAB ribeyes.”

Unfortunately, the Mustangs fell short after a closely contested first half on that Saturday game at Texas A&M Stadium Dec. 11, but the team hopes to be back in the hunt next year.

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.

Watch ‘The Angus Report’ each week

The Angus Report delivers weekly Association and industry news online at www.angus.org, offering busy cattlemen and women the opportunity to quickly catch up on important industry issues.

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

Post Angus videos on your website

The American Angus Association has released its latest national advertisements focusing on the economic advantages of the Angus cow. Short video segments are available to post to state association or individual websites, free of charge. Watch the videos at www.angus.org or on YouTube by searching for “The Angus Cow: She Has No Equal.” Contact the Public Relations and Communications Department at 816-383-5100 for more information.

