

Association Link

Submit input online

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.

Beginning this winter, the American Angus Association will conduct a series of long-range planning sessions 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 for the Association based upon the input of the membership, those who use Angus genetics, and other industry stakeholders.

Visit www.angus.org for more information or to submit a survey.

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.

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*.

Long on support

Curtis and Ann Long, owners of Briarwood Angus Farm of Butler, Mo., bid \$50,000 Jan. 12 to purchase the 2011 Angus Foundation Heifer Package, featuring a heifer donated by Camron "Cam" Cooper, owner of the Talon Ranch of Twin Bridges, Mont.

More than \$1.4 million has been raised from this Angus Foundation fundraising activity since its inception in 1980.

The heifer package was auctioned during the National Western Stock Show (NWSS) in Denver, Colo., with all proceeds benefiting the Angus Foundation, the not-for-profit affiliate of the American Angus Association that funds and supports programs involving education, youth and research in the Angus breed and agricultural industry. David and Mary Ann McMahon of Belle Point Ranch, Fort Smith, Ark., were the contending bidders.

TR Barbara Perfection 9711 was chosen to represent the Talon Ranch breeding program and is a daughter of the popular Sitz Upward 307R.

In addition to the heifer, Briarwood Angus Farm received 30 days of free insurance from American Live Stock Insurance Co., Geneva, Ill.; free transportation to the buyer's ranch provided by Lathrop Livestock Transportation, Dundee, Ill.; and an Advanced Reproductive Technology Package from Trans Ova Genetics, Sioux Center, Iowa.

Hall of Famers

The names of three livestock professionals — Terry Cotton of Saint Joseph, Mo.; William “Bill” Lefty of Lincoln, Calif.; and Richard “Dick” Spader, now deceased, formerly of Rosendale, Mo. — were added to the Livestock Marketeers Hall of Fame wall at the National Western Stock Show (NWSS) Club Jan. 15.

The Livestock Marketeers — an informal fraternity of livestock fieldmen, auctioneers, sale managers and related livestock business leaders — met for their 46th Annual Banquet in conjunction with the NWSS in Denver, Colo. The event was hosted by American Live Stock; awards were sponsored by DVAuction Inc. and The Stock Exchange.

Master of Ceremonies Neil Orth, executive vice president of the American-International Charolais Association (AICA) and a 1984 Hall of Fame inductee, introduced Cotton and Lefty during the festivities at the NWSS. Spader was added to the special posthumous plaque provided by Crow Publications.

The Livestock Marketeers group was started in 1965 by Harry Green, Ross Miller and Claud Willett. Their purpose was to form a fraternal organization of livestock professionals, and to make annual awards in order to encourage younger members of the industry to succeed in their chosen profession.

More than 80 marketeers were in attendance for 2011.

Hosting with Grandin

Cargill Meat Solutions, Fort Morgan, Colo., and Certified Angus Beef LLC (CAB) recently hosted world-renowned animal handling expert Temple Grandin and *Food Arts* magazine writer Katy Keiffer on a packing plant tour.

It may seem an odd combination, but it was a great fit for the writer who leads *Food Arts*' interest in the world of animal proteins. According to Melissa Brewer, assistant director of public relations at CAB, the tour was set up to broaden Keiffer's understanding of “big beef,” and the meat industry as a whole. Keiffer, who covers trends, ideas and issues in the meat industry for the restaurateur-focused magazine, previously attended a Colorado ranch tour hosted by CAB, and was interested in learning more.

“Having Temple there to help us host Katy on the plant tour made a huge impact on her experience,” Brewer says. “Temple was able to go through the plant, explain what we were seeing at each step of the way and how it was created with animal welfare in mind.”

Brewer says the most important component of the tour was to connect two industry influencers on common ground in support of the beef industry.

“This wasn't a PR (public relations) tour to hype our brand,” she says. “It was really focused on telling the entire beef production story to someone whose message influences our end consumer. Then we're able to show

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Left: The Livestock Marketeers inducted three members of their fraternity — Terry Cotton, Bill Lefty and Dick Spader (posthumously) — into the Hall of Fame during the 2011 NWSS. Pictured with the friends who “roasted” them are (from left) Jim Bessler, Sycamore, Ill.; Steve Dorran, Timnath, Colo.; Terry Cotton, Saint Joseph, Mo.; Bill Lefty, Lincoln, Calif.; Brett Spader, Carbondale, Kan.; Skinner Hardy, Glendale, Ore.; Jerry York, Nampa, Idaho; and Neil Orth, Kansas City, Mo.

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where a branded program like ours fits in the larger industry.”

Right: CAB staffers (from left) Melissa Brewer and Clint Walenciak joined Cargill's Nicole Johnson-Hoffman and Temple Grandin on tour with *Food Arts* writer Katy Keiffer.



Ranchers as ambassadors

Connecting to the consumer is a hot topic any time of the year, as more and more people want to learn about the food they eat. That's especially important in the perception-rich world of branded beef.

Last fall, CAB released the Brand Ambassador Training program, an online course that takes less than 15 minutes to complete and provides a user-friendly overview of CAB specifications, business model, sales objectives and success stories to empower its stakeholders with the facts.

Jerry Gustin, an Angus breeder from Gloucester, Va., completed the program after he heard about it on an industry e-wire.

“I learned a lot more about the specifications that guide the criteria for CAB quality than I ever knew before,” he says. “I didn't realize how it always arrived at such a consistently excellent quality beef. The specifications are much more stringent than I had imagined.”

The program was unveiled on the National Angus Conference & Tour, which is where Virginia Koepke, from Edgar, Wis., heard about it.

“I knew that Certified Angus Beef wanted to offer a product superior to others, but this program brought that to light in more detail,” she says. “I also never realized how many Angus brands are out there. To the general consumer this has got to be confusing.”

After their quiz, cattlemen were invited to share a message with the brand's nearly 14,000 partners in the United States and 46 other countries. To view or participate in Brand Ambassador Training, visit www.cabpartners.com and follow the link at the bottom of the page.

Keeping up with the Colvins

A well-known name in CAB history continues to interest readers and audiences. Mick Colvin, the brand's first chief executive and co-founder, was recently featured on the cover of *Homegrown Farmers and Cowboys*. Colvin and his wife, Virginia, spend most winters at their residence in Florida, where the magazine is published. To read about the man behind the brand, visit <http://homegrownpublications.net/>.

Texas Tech intern at CAB

Kristen Odom, a senior at Texas Tech University, is the CAB industry information intern for spring 2011. An ag communications student focusing on print media, sales and marketing, she will produce CAB technical and feature articles, as well as news releases from print to web.

Odom was raised around the feedlot industry in the Panhandle town of Wellington, Texas. Her passion for the beef industry was a result of being active in 4-H, FFA and cattle competitions since grade school.

A member of Tech Cattlewomen and Lions Club, Odom also serves on the

fundraising committee for Agricultural Communications of Tomorrow (ACT). While finishing her degree, she will complete her internship from January through May based in Lubbock, Texas.

Striving for Prime

When Rick Aufdenberg started selling his cattle on the grid, he realized the importance and value of producing CAB and Prime cattle.

The Gordonville, Mo., producer finishes relatively few cattle per year compared to most of those who sell to packers. But Aufdenberg was able to sell on the U.S. Premium Beef (USPB) grid by marketing through his neighbor, the CAB-licensed Performance Blenders.

As he began to see grid results, Aufdenberg says, "I got into some registered Angus and started breeding for growth and carcass traits, especially in the marbling area."

After years of selective breeding and bull management, he now produces cattle that fit on the load at the top of the CAB 30.06 program. That 30.06 title refers to harvest groups with at least 30% brand acceptance and no more than 6% outliers.

"Rick pretty well looks for Angus if he purchases," Gerry Shinn, owner of Performance Blenders, says. "He raised a CAB Yield Grade 3 and then purchased three head from a neighbor that would be out of registered Angus bulls in a commercial cow herd."

Aufdenberg appreciates his neighbor's helpful service. "As a compiler, they may have some owners with just one or two head on an entire truckload, so it is a way for small guys to compete in the big field."

Sire Evaluation Report released

The printed *Spring 2011 Sire Evaluation Report* is now available. The



report, also available online, includes 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. While National Cattle Evaluation expected progeny differences (NCE EPDs) are updated weekly, these summary resources will be revised biannually.

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.

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 are updated regularly at www.angus.org and through the Association's Facebook and Twitter pages.

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.

