

# Association Link

## Kansas to host NAC&T

The 2012 National Angus Conference & Tour (NAC&T) will be Oct. 2-5 in Wichita, Kan. The daylong conference and two days of tours hosted by the Kansas Angus Association will feature leading industry speakers and outstanding Angus genetics among the Kansas scenic farm settings.

The early registration deadline is Aug. 20; final registration is due Sept. 10.

Visit [www.angus.org](http://www.angus.org) for more details and registration materials as they become available, or contact the Activities Department.

## Pathfinder® Report available

The 2012 *Pathfinder® Report* is now online at [www.angus.org](http://www.angus.org). Click on the Performance link. This year's report lists 8,761 individual cows and 231 sires qualifying for Pathfinder status. Search the listing online or request a printed version by calling the American Angus Association at 816-383-5100.

The Pathfinder program was started in 1978 and identifies superior Angus females based upon recorded performance traits that are economically important to efficient beef production and include early and regular calving, as well as heavy weaning weights. Bulls that

have sired a minimum of five or more Pathfinder cows are listed as Pathfinder sires in this report.

## 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](http://www.angus.org) and through the Association's Facebook and Twitter pages.

## Apply for NJAA Ambassador Program

The NJAA Ambassador program is an educational and learning experience designed to recognize one outstanding junior Angus member who will support the production of the Angus breed and the consumption of Angus beef on a national and international level.

The selected person will represent the

NJAA at major beef industry conferences and events across the United States for one year.

American Angus Association members ages 17-20, of good standing, and who own purebred cattle are eligible to apply.

A cover letter, résumé and essay questions are due June 15, 2012, to the Junior Activities Department, 3201 Frederick Ave., Saint Joseph, MO 64506.

For more information and the essay questions, 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 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

*(Continued on page 12)*

## Carnivore's Delight ... delights

Bringing together people from across the food industry, Certified Angus Beef LLC (CAB) hosted chefs, restaurant operators, retailers and media for a Carnivore's Delight dinner at the historic James Beard House in New York City.

Director of consumer marketing Mary McMullen says it all worked because CAB could "engage valued licensed partners, build media relationships and continue to enhance other brand relationships within retail and foodservice."

Media in attendance included: CBS Sunday Morning, *GQ*, *Restaurant Business*, *Martha Stewart Living*, *Travel + Leisure* and *Conde Naste Traveler*.



## Association Link *(from page 10)*

to get the transfer processed in time. Remember, late transfers are never accepted, regardless of the reason.

## 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.

## Annual Meat Conference

CAB joined retail, packer and processor partners at the retail-specific Annual Meat Conference in Orlando, Fla., Feb. 19-21, showcasing the brand in welcome and product-tasting receptions.

The welcome reception, sponsored by CAB and Tyson, featured a sampling of premium middles, including *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) CAB Prime

tenderloin, CAB Natural spinalis and CAB split strip loins.

For the product tasting, the brand focused on case-ready products such as the Freirich fresh-marinated CAB London Broil. That strategy helped present other retail solutions outside of middle meats.

“Annual Meat Conference brings together all facets of the retail industry, the ideal opportunity for the brand to highlight new products and innovations,” says Tara Adams, CAB assistant director of marketing.



Holding the meat cleaver is the company's senior vice president, Brent Eichar. On his left is Vice President Tracey Erickson and on his right is Wooster, Ohio, Mayor Robert Breneman.

## Ribbon cuttings and cleavers

A grand opening is scheduled for May, but the Chamber of Commerce and a couple hundred local friends celebrated a ribbon-cutting ceremony at the CAB brand Education and Culinary Center in February.

The facility will give hands-on training to the brand's 12,300 retail and foodservice partners. It includes a state-of-the-art kitchen and meat-processing area where chefs and beef experts can work side-by-side with licensed partners. There's ample space for chefs to create new menus and CAB brand recipes.

A meat-fabrication area is the hands-on resource that will allow visitors to break down a side of beef and better understand where cuts come from, then throw them on the grill for tastings. Meeting spaces customized with audio-visual technology make for great interactive training, educational sessions and more. Hospitality areas foster networking, idea sharing and casual discussions.

## South Korea exploration

A recent free-trade agreement (FTA) between the United States and South Korea has opened new prospects for the brand in the beef export market.

*(Continued on page 14)*



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## Association Link *(from page 12)*

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While there, Agle and Bednar trained staff and launched foodservice distributor K-Meat, then met with

distributor Donga Foods. Many foodservice distributors in South Korea have small retail shops in the front room of their offices, as well as their own restaurants.

“This market offers tremendous opportunity yet still struggles with the after-effects of BSE (the bovine spongiform encephalopathy incident that closed many export doors nine years

ago). The plan moving forward will be to increase CAB brand presence and help consumers recognize the safety of the brand and U.S. beef,” Bednar says.

South Korea sells about 6 million pounds (lb.) per year of CAB product, mostly from the chuck and round, ranking fourth in international sales.



## AMERICAN ANGUS ASSOCIATION®

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### 2012 OFFICERS

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### 2012 BOARD OF DIRECTORS

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**Industry appointments—CAB Board, Robert Norton Jr.**, BioZyme Inc., PO Box 4428, 6010 Stockyards Expressway, Saint Joseph, MO 64504; office: 816-238-3326; [bnorton@biozymeinc.com](mailto:bnorton@biozymeinc.com) • **AGI Board, Doug Parrett**, University of Illinois, Department of Animal Sciences, 184 Animal Sciences Lab MC 630, 1207 W. Gregory Dr., Urbana, IL 61801; office: 217-333-2647; [dparrett@illinois.edu](mailto:dparrett@illinois.edu) • **Foundation Board, Laurie Widdowson**, 15175 U.S. Hwy. 30, Lodgepole, NE 69149; cell: 308-249-0205; [laurie@sandpointcattle.com](mailto:laurie@sandpointcattle.com)

### ADMINISTRATIVE STAFF

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