

Association Link

A is the designated letter for permanent ID in 2013

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, A001 and A002 could designate the first two calves born into your herd in the year 2013. 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.

Black Books available today

Place your order for the 2013 Beef Record Service (BRS)/AngusSource® black books. The pocket-sized books include a calendar, as well as space to keep management records on your cow herd.

The 2013 books are available in any quantity for \$3 each. The books make great promotional gifts to customers. Standard orders feature the Association's logo.

To place orders, contact the

AngusSource department at 816-383-5100 or blackbooks@angus.org.

2013 World Angus Forum

The Association is now taking names for the 2013 PGG Wrightson World Angus Forum in October 2013. A travel group will be coordinated for the American delegation for those interested in traveling to New Zealand for the Forum and the pre- and post-event tours. For more information as it becomes available, call the Activities and Events Department at 816-383-5100.

Hosted every four years, the Forum is a platform for the exchange of genetic information and breeding objectives. The 2013 tour will also celebrate the 150th anniversary of the Angus breed in New Zealand.

Download the Angus App

Angus Mobile is a free smartphone application for the iPhone, iPad and Android devices that allows app users to update herd data no matter where they are on their farm or ranch. Download the easy-to-navigate app and gain access to the latest news, sale reports, show results, expected progeny differences (EPDs) and \$Value percentiles and much more. Visit www.angus.org for more details.

MaternalPlus®

MaternalPlus is a voluntary, inventory-based reporting system designed to capture additional reproductive trait data and, ultimately, expand reproductive and lifetime productivity tools. By using MaternalPlus, producers will receive additional information at weaning processing time, including calving ease, birth weight and weaning weight EPDs for calves out of inventoried cows.

In addition, MaternalPlus allows producers to submit cow disposal codes and reason designations, which keeps

an accurate record of why a cow left the herd.

To learn more about MaternalPlus, visit www.angus.org or AAA Login.

I Am Angus Receives Regional Award

The American Angus Association's *I Am Angus*® documentary series was recognized with a first-place award for best audio/visual public-relations project during the Best of NAMA (National Agri-Marketing Association) Region II Awards Banquet. Each year, NAMA honors the



Angus TV team members are (from left) Derrick Collins, Josh Comminellis, Donald Korthanke, Eric Grant, Jena Thompson, Mallory Edson and Carrie Heitman. Not pictured are Crystal Albers, Lea Ann Maudlin and Amber Wahlgren.

best work in agricultural marketing. Companies/agencies must first qualify through regional competition in order to advance to the national level. The national awards ceremony will take place April 17.

I Am Angus is in its fourth season and broadcasts on RFD-TV. The channel is distributed by more than 625 cable operators, and can be found on DirecTV channel 345 and Dish Network channel 231. Check local listings for more information.

For more information or to watch segments from past shows, visit the Association's website or YouTube Channel.

Etch Your Name Into History

A remodeling effort at American Angus Association headquarters in Saint Joseph, Mo., is providing Angus enthusiasts a once-in-a-lifetime opportunity through the Angus Foundation. The Association's front-entrance walkway will be completely remodeled with black granite and red brick to match the historic building.

For a limited time, March 1-July 1, 2013, the Angus Foundation is providing an opportunity for you to leave your legacy etched in stone at Association headquarters while supporting youth, education and research programs. If you make a tax-deductible unrestricted donation of \$250, \$500 or \$2,500 to the *Building an Angus legacy!* fundraiser by July 1, you will be recognized on a personalized engraved granite paver.

Recognition on a 6 × 12-inch (in.) granite paver is available for a \$250 donation. For \$500, you can be recognized on a 12 × 12-in. paver. These two sizes will be placed in the ground at the entrance. Twenty-four 8 × 16-in. granite pavers will be laid within a brick wall leading up to the Association door. Recognition on these pavers is available at \$2,500.

A limited number of each size of granite paver will be available. Submit your order form and payment to the Angus Foundation as soon as possible to ensure availability of your preference. Orders will be accepted on a first-come, first-serve basis. Only after the donation is received will engraving begin on the paver.

The Angus Foundation is accepting orders via mail and online at www.angusfoundation.org. Net proceeds of the project will benefit activities supported by the Angus Foundation.

Hospital offers premium beef

Located less than a mile from the *Certified Angus Beef*® (CAB®) brand headquarters, Wooster (Ohio) Community Hospital recently signed on as a 100% licensee, exclusively serving CAB brand products for beef entrées in the hospital cafeteria, on patient menus and for catered meals.

The local partnership appealed to the hospital's CEO Bill Sheron and dietary and nutrition manager Bonnie Willis, according to Diane DiDonato,

the brand's value-added products (VAP) special projects coordinator.

Last June, Willis and her staff visited the Certified Angus Beef LLC (CAB) Education & Culinary Center for a brand introduction and a little educational side-by-side cutting to compare the beef they featured then with CAB. The one-day collaborative meeting led to a growing partnership and the hospital's

commitment to serve top-quality beef to patients, staff and visitors.

The cafeteria now features at least one CAB-brand item every day, including VAP stars like the Advance CAB 4-oz. fully-cooked pub burger. Fresh cuts like the top sirloin, strip steak, Philly steak and beef stew are offered for patient celebration meals, such as a wedding anniversary or newborn baby, and steak options are

available for catered staff and doctor meetings.

Strong demand, reflected in the VAP division's 16% growth in CAB fiscal 2012 sales, comes from such partnerships. The top-quality beef provides menu options that are easy to prepare and part of a wholesome and healthy diet.

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A wide selection of these products meet CAB “Focus on Health” parameters such as less than 600 mg of sodium and more than 11 grams of protein per 3-oz. cooked serving. That CAB initiative began a year ago with the goal of offering healthy beef VAP options to healthcare and education facilities and businesses.

“The Wooster Community Hospital is a great example of the kind of company that benefits from value-added products and the Focus on Health initiative,” DiDonato says.

Prolific partnerships

It pays to strengthen partnerships

around the globe in all sectors of the beef industry, from the farmer and rancher to the chef and restaurant owner. As CAB president John Stika says, it is only because of its partners’ hard work and leadership in the quality-beef movement that CAB is relevant and successful.

The CAB Brand Ambassador program

flourished from a simple idea in 2010 into special relationships that help restaurateurs, CAB and the greater beef industry.

Chef Scott Neuman’s visit to Renaissance Aruba Resort & Casino is a recent example. One of more than 35 trained Brand Ambassadors, Neuman is executive chef of ¡OBA! Restauranté, Portland, Ore., the first Nuevo Latino restaurant in the Pacific Northwest.

Already well-known to food media, since forging the stronger link with CAB Neuman has been a featured chef at the Taste of the Caribbean and CAB’s Annual Conference, and has prepared dishes for *FoxLatinoNews.com* and NBC Miami, along with other local media.

Neuman was invited as celebrity chef to create a menu for the Aruba resort’s licensed restaurant, L.G. Smith’s Steak & Chop House, and to share his culinary experience with participants and media during a demonstration there.

The Brand Ambassadors program continues to grow by engaging those who have common threads of commitment and passion to serve the highest-quality beef to their customers, and to share their beef knowledge through public relations and media opportunities.

During training, ambassadors gain access to industry-renowned meat scientists, ranching professionals and chefs equipped to assist them in menu ideation and merchandising. They learn the history and science behind the beef industry and brand, and the fundamentals of media interviewing to prepare them to share the beef industry story, the CAB story and their restaurant’s story with consumers.

Just what he was waiting for

Steve Naegler, Angus producer near Willard, Mo., didn’t have to think twice. As soon as he learned about GeneMax™, the DNA test marketed by CAB that measures gain and grade potential, he knew it was going to become a part of his operation.

Naegler understands he does more than raise cattle. He is supplying beef to consumers and their families, and he wants them to have a great eating experience.

“You can’t expect people to go out to a good restaurant, pay good money and not have a steak that has great flavor and tenderness,” he says. “If you can’t turn out a good product, you’re not going to stay in business.”

Based on his enthusiasm for the new DNA test alone, Naegler should be in business for a long time to come. Since learning about the tool last fall, he has tested all replacement heifers and is now working on the cow herd. So far, the test results have only confirmed what Naegler already believed: Producers need a better system to select their animals.

“I had kept back a group of heifers, and some of them did well, and some just did terrible,” he says. “What really

got me is I had handpicked those out of the herd.”

Over time, Naegler hopes more and more ranchers will realize the importance of producing high-quality beef because it takes volume at that high end to keep meeting the growing demand. Through GeneMax, he has set performance standards for his herd, determined to provide consumers with a product they will be happy to buy.

Members, look for delegate petitions in the mail

Preparations are being made for the 2013 Annual Convention of Delegates this November in Louisville, Ky. Forms to nominate delegates to the Annual Meeting will be mailed to every active life and regular Association member during the last week of March.

The nomination period runs from April 1 to June 30. Each member is allowed to nominate one eligible member who resides in the same state or district, including himself or herself. The candidate should be actively involved in the Angus business, willing to attend the meeting and able to represent Angus breeders.

Signed nomination forms must be received in the Association office no later than June 30, at which time every qualified nominee will be included on a state ballot. State ballots will be mailed to the membership in July to vote for the final slate of state delegates. When you receive the petition, please return it promptly.

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.



Note these junior events, deadlines

- March 25 is the registration deadline for Raising the Bar at Virginia Tech.
- May 1 is the deadline for several application forms, including:
 - Gold Award applications
 - Outstanding Leadership Award applications
 - Ownership and entry for the Northwest Regional Preview Junior Angus Show
 - Certified Angus Beef LLC (CAB) and NJAA Scholarship applications
- May 15:
 - Ownership and entry deadline for the National Junior Angus Show (NJAS)

- Ownership and entry deadline for the Eastern Regional Junior Angus Show
- Ownership and entry deadline for The All-American Angus Breeders' Futurity Junior Angus Show
- Entries for the NJAA writing, photography, creative writing and graphic design contests

- Entry and recipe deadline for the Auxiliary-sponsored All-American Certified Angus Beef® (CAB®) Cook-Off
- May 25 is the deadline to submit NJAA Career Development Contest résumés and public speaking contest speech outlines.
- June 1 is the deadline to submit NJAA Board applications.

Visit www.angus.org/njaa for more information and deadlines. Please note there are no exceptions to any of the ownership and entry deadlines.

Note: Due to the time of the NJAS, entry and ownership deadlines have been moved forward to allow adequate time to process the entries and prepare for the show.

