

# Association Link

## Fall NCE available

The fall 2011 *Sire Evaluation Report* and the updated expected progeny differences (EPDs) and dollar value indexes (\$Values) from the latest

National Cattle Evaluation (NCE) were released July 8.

To view the latest *Sire Evaluation Report* online, go to [www.angussiresearch.com](http://www.angussiresearch.com). Limited

printed copies are expected in the Association offices by mid-August.

Contact the Association at 816-383-5100 for further details.

## Herds of the century

The Century Award recognizes Angus operations that have been in continuous operation by the same family for 100 years. Contact the Activities Department for more information or for applications, which are due Sept. 1. Awards will be presented during the Annual Banquet in Louisville, Ky. The Association also honors Angus operations that have been in continuous ownership and production of Angus cattle for 50 or more years. Contact the Association at 816-383-5100 for more information about the Historic Angus Herd and Century awards.

## Boot Camps scheduled

Mark your calendar for upcoming Cattlemen's Boot Camps, educational workshops geared toward beginning and advanced Angus producers. Boot Camps are scheduled for Oct. 7-8 at Ohio State University, and for Jan. 20-21, 2012, at Utah State University. Visit [www.angus.org](http://www.angus.org) for more information as it becomes available.

## Georgia to host NAC&T

The 2011 National Angus Conference & Tour (NAC&T) will be Sept. 6-8 in Athens, Ga. The daylong conference and two days of tours hosted by the Georgia Angus Association will feature outstanding Angus genetics, scenic farm settings and some of Georgia's rich agricultural heritage.

Final registration is due Aug. 15. Land O' Lakes Purina Mills is a major sponsor of the event.

See page 12 in this issue or visit [www.nationalangusconference.com](http://www.nationalangusconference.com) for more information.

## Candidate résumés due

Association members who have expressed interest in seeking a position on the Board of Directors should submit their biographies and a photo to *Angus Journal* Editor Shauna Hermel by Aug. 15. All biographies and photos submitted by the deadline will run in the October *Angus Journal*, prior to the election at the Annual Convention in November.

## Start planning for 2011 Annual Convention

The Association Annual Convention of Delegates will be conducted in conjunction with the NAILE in Louisville, Ky. Angus events in Louisville begin Sunday, Nov. 13, with the junior Angus show, educational programs for breeders and the open forum for candidates and delegates.

The open bull show and the Annual Convention will be Monday, Nov. 14. The Annual Banquet is that evening. Events conclude Tuesday with the open female show. All events will take place at the Kentucky Fair and Exposition Center (KFEC) or at the Crowne Plaza.

Look for a more detailed schedule of events and additional information at [www.angus.org](http://www.angus.org) as it becomes available.

### Watch *The Angus Report* each week

*The Angus Report* delivers weekly Association and industry news online at [www.angus.org](http://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](http://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.

### CED EPDs now genomically enhanced

The American Angus Association and Angus Genetics Inc. (AGI) have expanded their offering of genomic-enhanced expected progeny differences (EPDs). Beginning July 8, the calving ease direct (CED) EPD joined AGI's suite of genomic-enhanced selection tools generated using the Association's extensive performance database and genomic results now provided by both the High Density 50K (HD 50K) platform from Pfizer Animal Genetics and the Igenity® Profile for Angus.

The CED EPD helps cattlemen predict the average difference in ease with which a sire's calves will be born when he is bred to first-calf heifers. Expressed as a difference in percentage of unassisted births, a higher value indicates greater calving ease in first-calf heifers.

AGI offers genomic-enhanced EPDs for calving ease, carcass, growth (including birth, weaning and yearling weight EPDs; as well as milk) and residual average daily gain (RADG) traits incorporating genomic data from both Pfizer Animal Genetics and Igenity. A genomic-enhanced EPD for docility incorporating Igenity results is also available. (Visit [www.angus.org/Nce/WeeklyEvalGenomicData.aspx](http://www.angus.org/Nce/WeeklyEvalGenomicData.aspx) for a complete, regularly updated list of available genomic-enhanced EPDs.)

"These and all other National Cattle Evaluation EPDs are released every Friday and provide Angus producers of any herd size with the most up-to-date information for their selection decisions," says Sally Northcutt, Association director of genetic research.

Visit [www.angus.org](http://www.angus.org) for more information.

### New CAB retail exec

To support its network of global partners, Certified Angus Beef LLC (CAB) has appointed David MacVane, Middlegrove, N.Y., as assistant vice president of business development for retail. MacVane, who has been with the company for seven years, will lead the brand's



David MacVane

nearly 5,500-partner-strong retail division to help grow their businesses.

In this role, MacVane will consult with leading retailers, providing them with strategies, tools and data to reach their goals with the brand. He will help them develop sales and marketing

programs that communicate the CAB brand quality message to consumers, while continuing work with foodservice partners in the east and north central regions of the U.S.

"We are focused on how we can partner with retailers to grow business in whatever aspect they need," MacVane says. "This brand has been a leader for

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30-plus years because of its quality, performance and value. It gives retailers the instant credibility and brand recognition that takes years to develop with a newly formed store brand.”

While attending the University of Connecticut, MacVane began his extensive retail experience as an

apprentice. Then, after attending Toledo (Ohio) Meats School, he became a journeyman, on the way to more than 20 years in the foodservice and retail fields, serving as vice president of a foodservice company and a senior field consultant at IBP (now Tyson).



MacVane was featured in the June 20 *Angus Beef Bulletin EXTRA*. See the story online at <http://bit.ly/j15zPm>.

**JBF and CAB**

This summer the CAB brand took another step forward with the high-profile James Beard Foundation (JBF), being named as its official beef purveyor. That was in place for July's annual JBF

Chefs & Champagne event at its New York City headquarters, where CAB Ambassador and renowned chef John Doherty helped honor the 2011 JBF Award winner Emeril Lagasse.

**The steaks of summer**

Last year's CAB Middle Meat Smackdown boosted the brand's steak sales on the foodservice side and continues this year, headed for new records again. Meanwhile, the concept sizzled to life with CAB retailers through a nationwide CAB campaign called "The Steaks of Summer."

Graphic design staffers at CAB customized advertising for such retail partners as Schnucks, Meijer, Price Chopper, Reasors, Foodland, Buehler's, Acme and Strack & Van Til. The companies individualized with various strategies, often featuring steak samples off the grill and grill giveaways at radio live remotes. Meatcase managers vied for summer-long sales records.

As quoted in *Progressive Grocer*, Deanna Walenciak, CAB director of marketing, said customer interaction was a key for the retailers.

"When knowledgeable meat department staff engage customers, they can help them select the best cut for the grill or try a new item like the flat iron. Consumers are hungry for basic grilling tips and new cuts that will perform great on the grill."

**Small bites, big taste**

Meatball party platters and meatloaf sliders on pretzel buns? Yep, and not only that, but the new deli items this summer are made with CAB chuck from Kings Command Foods, Kent., Wash. The platters are available in a 44-ounce (oz.) microwavable tray, each with two 16-oz. packages of 1/2-oz., fully cooked CAB meatballs and 6-oz. sweet chili and barbecue sauce packets.



Destined for the hot deli case or take-home meal section of retail stores, the 1.2-oz. meatloaf patties and 1-oz. pretzel buns make ideal sliders. They are like the burger sliders popular at pubs and grill venues. Both items feature onions, green peppers and breadcrumbs for made-from-scratch flavor, but no MSG, binders or fillers.

**Steakhouse strip profits**

A CAB distributor explained why his restaurant customers weren't complaining about beef prices in June.

"They can cut a 10-oz. CAB New York strip from a loin for \$3.95 on the plate. Adding the vegetables, it's still under \$5 cost, which most of them can sell for \$15. With 70 of those on a Steak Night Special, they're looking at \$700 profit for just one item that evening."