

Association Link

Fall NCE available

The fall 2010 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 12.

To view the latest Sire Evaluation Report online, go to www.angussiresearch.com. Limited printed copies were expected in the Association offices by mid-August.

If you have questions, contact the Association at 816-383-5100.

Watch 'The Angus Report'

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.

The weekly web-based news program covers a variety of topics in a traditional television news format and complements additional resources available at www.angus.org.

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.

Association TV show to air

The Association has again partnered with Vita Ferm®, an industry-leading animal nutrition product, to sponsor a live educational television program on RFD-TV.

The next *Vita Ferm Angus Hour* was set to air Monday, Aug. 9, on the network — available on Dish Network channel 231, DirecTV channel 345 and through more than 625 small, independent cable providers. The program focused on preweaning and weaning management to improve quality and profitability, and will again feature live audience questions.

Segments from the August show will also be posted online.

Order black books

Place your order today for the 2011 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 2011 books are available in any quantity for \$3 each. The books and include the Association's logo foil-stamped onto the back cover. Through the Angus Foundation, Biozyme has reduced book costs by contributing to the production of the black books, which feature a Vita Ferm ad on the inside front cover.

To place orders, contact the AngusSource Department at 816-383-5100 or blackbooks@angus.org.

NWSS Bull Sale Is Jan. 12

The American Angus Association will host the 2011 National Western Angus Bull Sale at the National Western Stock Show (NWSS) in Denver, Colo., Wednesday, Jan. 12.

All consignments will have Angus Herd Improvement Records (AHIR®) performance information. The official AHIR adjusted yearling weight EPD (if applicable) must meet the breed average for nonparent sires. All bulls born before Jan. 1, 2010, must have passed a complete breeding soundness examination, including both physical and semen, within 30 days of the sale.

For more information contact David Gazda, sale manager, at 706-296-7846.

Montana to host NAC&T

The 2010 National Angus Conference & Tour (NAC&T) will be Sept. 15-17 in Bozeman, Mont. The daylong conference and two days of tours hosted by the South Montana and American Angus associations will feature some outstanding Angus genetics and scenic ranch settings in Big Sky Country. An optional golf tournament is also planned.

See page 14.

2010 Annual Convention

The Association Annual Convention of Delegates will be conducted in conjunction with the North American International Livestock Exposition (NAILE) in Louisville, Ky. Angus events in Louisville begin Sunday, Nov. 14, 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. 15. 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 as it becomes available.

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.

For more information or for an application, visit www.angus.org.

CAB offers new online service

The *Certified Angus Beef*® (CAB®) brand now offers online ordering at www.certifiedangusbeef.com, making the traditional, Prime and Natural lines available for beef connoisseurs and gift givers nationwide.

A selection of steaks and gourmet frankfurters are offered for purchase. Steak selections include tender 8-ounce (oz.) CAB filet mignons, full-flavored 12-oz. CAB strip steaks and robust 10-oz. CAB ribeyes. All cuts are available in packages of four to six steaks and pricing begins at \$74.95.

Each order is fresh frozen, vacuum-sealed and covered with a durable polyethylene film to ensure the highest quality before being shipped in a gift box inside a reusable insulated cooler. For information and ordering, visit www.certifiedangusbeef.com/order.

What 'lean' means in beef marketing

Healthy eating is a growing concern for many Americans. The market is flooded with food options boasting "reduced fat," "low fat" or "no fat." Meat products join in, to the extent they can be described as "lean."

All of the hype about fat has led some folks to believe meat cannot be healthy if it tastes good, but flavor does not have to be the sacrificial lamb of healthy eating. Many high-quality cuts of beef are "lean" as well.

For example, the CAB brand is known for full flavor but has 24 cuts — ranging from roasts and brisket to tenderloin steak — that hit the lean beef target. To be considered "lean" by the U.S. Department of Agriculture's (USDA's) definition, meat must contain less than 10 g of total fat, 4.5 g or less of saturated fat and less than 90 mg of cholesterol per serving.

"Intramuscular fat (IMF), or marbling, largely determines beef carcass value," says Stephen Smith, Texas A&M University meat biologist. "Beef with more marbling tastes better to most people."

Mark Gwin, quality control and research and development manager for CAB, points out: "The difference in total fat percentage between Select and Choice is only between 2% and 3%. When consumers purchase less-marbled, Select cuts, they are giving up a lot of palatability, texture and quality for a very small difference in that total."

Marbling can offer more than improved taste. "There's a health benefit to eating well-marbled beef, compared to the lower-grading kind," Smith says. Beef with more marbling contains more oleic acid, and it has been shown that oleic acid can decrease LDL cholesterol. The levels of saturated and trans-fatty acids in beef decrease with more oleic acid.

Pennsylvania Stampede

Members of Northeastern retail cooperative Associated Wholesalers Inc. (AWI) got a close look at life on an Angus ranch with Certified Angus Beef LLC (CAB)

(Continued on page 10)

AMERICAN ANGUS ASSOCIATION®

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Association Link *(from page 8)*

this spring. Herr Angus Farm hosted more than 100 retail grocery store owners and meat managers for one of the largest consumer farm tours the brand has organized to date.

The goal was to turn meat managers and store owners into *Certified Angus Beef*® (CAB®) brand experts, says Christy Johnson, CAB special projects manager. AWI representatives from across the state spent the day touring the Nottingham, Penn., ranch and feedlot. They gained insight on production factors that affect beef quality and how palatability dictates consumer preferences. Ranch manager Dennis Byrne shed light on the day-to-day operations of a modern family farm and spoke to the role cattlemen play in environmental stewardship.

“This type of program impacts retail grocery owners and meat managers in a huge way,” Johnson says. “These are the people who go back to their stores to tell the story of beef production and talk about the quality of the *Certified Angus Beef* brand with consumers.”

CAB partnered with the Pennsylvania Beef Council and Tyson Fresh Meats to focus breakout sessions on carcass utilization and alternative merchandising methods for the popular middle meats. Building on the retailers’ enthusiasm, Pennsylvania Department of Agriculture Deputy Secretary Mike Pechart proclaimed “Beef Month” for the state during the lunch program.

“We had a lot of people walk away

from the tour at Herra with their eyes really opened up to what goes into the product they sell to consumers every day,” Johnson says. “Having that information not only makes them more capable, but also more excited, to go out and sell CAB product.”

Herr Angus Farm joined the CAB Feedlot Licensing Program (FLP) in the fall of 2009.

Ranch hosts

CAB would like to thank and recognize all the ranches that have hosted tours and events for the brand and its partners in the past year. These cattlemen and women have served as invaluable educational resources, and their time and hospitality is sincerely appreciated:

- Belvin Angus Ranch, Innisfail, Alta., Canada
- Five Star Land & Livestock, Wilton, Calif.
- Fluharty Farms, Gause, Texas
- Gardiner Angus Ranch, Ashland, Kan.
- GG Genetics, Ida Grove, Iowa
- Herr Angus Farm, Nottingham, Penn.
- LGW Ranch, Hermiston, Ore.
- Rally Farms, Millbrook, N.Y.
- Rock’n D Ranch, Junction City, Ore.
- Sauk Valley Angus, Rock Falls, Ill.
- Spring Cove Ranch, Bliss, Idaho
- Spruce Mountain Ranch, Larkspur, Colo.
- Squaw Coulee Ranch, High River, Alta., Canada
- Summitcrest Performance Angus, Summitville, Ohio
- Trinity Farms, Ellensburg, Wash.

- Trowbridge Angus Farm, Ghent, N.Y.
- Warden Angus, Council Bluffs, Iowa

K-State student interns with CAB

Lyndee Patterson, CAB Industry Information 2010 summer intern, is a senior at Kansas State University (K-State) majoring in agricultural communications and economics. She joins the team to help increase producer commitment to the CAB brand through technical and feature articles and news releases from print to the Web.

Her own commitment to agriculture was instilled while growing up on a small, diversified crop and livestock farm near Holton, Kan., and through her involvement in the local 4-H and FFA programs.

Active in several collegiate organizations, Patterson serves as vice president of KSU Collegiate Cattlewomen and as a member of Block and Bridle. She also sings in the KSU collegiate choirs.

Association hires two interns

Two young ladies are interning with the American Angus Association this summer. Jordan Paulsrud, Danbury, Iowa, is the junior activities summer intern. Molly Witzel, Burlington, Colo., is the public relations and communications summer intern.

Paulsrud is assisting with the planning and execution of National Junior Angus Association (NJAA) shows and events, including the National Junior Angus Show (NJAS) and the Leaders Engaged in Angus Development (LEAD) Conference.

Paulsrud served as the vice president of the Iowa Junior Angus Association and competed in the 2008 NJAS showmanship competition. She is a Gold Award and Angus Foundation Scholarship recipient and has participated in other Angus junior activities.

In the fall, Paulsrud will be a senior at Iowa State University (ISU), where she is pursuing a degree in animal science. At ISU, she is an active member of Block and Bridle.

Witzel will assist the Public Relations and Communications Department by writing press releases, designing brochures, traveling to shows, publicizing Angus events, taking photos and assisting in the Association’s multimedia public relations and communications efforts.

Witzel is an agricultural communications student at Oklahoma State University (OSU). On campus she is a member of Agricultural Communicators of Tomorrow (ACT) and has served as a member of the College of Agricultural Sciences and Natural Resources Student Success Leader Team.

Witzel was raised on a small, family farm and commercial cattle operation near Kanorado, Kan. While growing up, she was an active Colorado 4-H member, showing and judging livestock.

After graduating from OSU in fall 2010, Witzel plans to pursue a master’s degree in agricultural education and stay actively involved in the agriculture industry.