

Association Link

compiled by

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Cattlemen's Boot Camp

Make plans to attend the Cattlemen's Boot Camp being hosted at the Jackson County Ag Center in Marianna, Fla., March 9-10.

This Boot Camp is an educational collaboration of the University of Florida–North Florida Research & Education Center, the American Angus Association and the Angus Foundation. Participants will gain insight to many aspects of the cattle industry from university and Association speakers and activities.

Cattlemen's Boot Camp is open to all cattle producers. Registration is \$75, which includes meals and materials. Forms can be found at www.angus.org/EventRegistration/default.aspx. The deadline for registration is March 2. For more information contact Ashley Mitchell in the Events & Education Department at 816-383-5149 or amitchell@angus.org.

Cattle Industry Convention Coverage available online

The 2015 Cattle Industry Annual

Convention & NCBA Trade Show is in San Antonio, Texas, Feb. 4-7. Full event coverage by the *Angus Journal* editorial staff will be available at www.4cattlemen.com.

Coverage includes general session business; keynote speakers, including internationally recognized graffiti artist and best-selling business author Erik Wahl and FOX News journalist Bret Baier; Cattlemen's College® summaries; CattleFax outlook summaries; policy updates from NCBA, the Cattlemen's Beef Board (CBB), the Federation of State Beef Councils and American National CattleWomen Inc. (ANCW); and much more. Visit www.4cattlemen.com.

C designated for permanent ID in 2015

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, C001 and C002 could designate the first two calves born into your herd in the year 2015.

Using the international letter code is

optional for Angus breeders.

For complete information about permanent ID (Rule 105) and naming animals (rules 102 and 107), access the online *Breeder's Reference Guide*. To access from www.angus.org, click on "Management," then "Member Center" and "Rules and Forms" in the pull-down menu and sub-menu, respectively.

Custom Cattle Tags offers affordable ID

Cattle producers looking for affordable ways to identify their herd should visit www.customcattletags.com,



a service provided by the American Angus Association. Anyone can order ear tags, applicators, syringes and accessories. Custom Cattle Tags provides high-quality, low-cost, customized ear tags, blank tags and prenumbered tags for cattle producers across the United States.

New initiative to engage future cattle producers

To meet the needs of future cattle producers — both commercial and

purebred, the American Angus Association in March 2015 will launch a new program called Future Angus Stockmen. The intent is to impact the next generation through learning opportunities, while building a bond with the Angus breed and its member-driven organization.

The program is aimed toward college-age or recent graduates who want to raise high-quality Angus-based cattle. The program will offer educational opportunities that teach participants how to thrive in the cattle industry, social networking to connect them with fellow producers, and leadership development to instill an entrepreneurial spirit and drive to improve their businesses.

Participants will learn how to use proven information such as expected progeny differences (EPDs) and dollar-value indexes (\$Values), while incorporating DNA technology to make data-driven decisions. Additional program benefits include enrollment in either AngusSource® or AngusSource Genetic, and access to Beef Record Service (BRS) or MaternalPlus® at a reduced cost for submitting data.

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Young people who enroll in the program will have the chance to apply for scholarships if they are or will be enrolled in a two- or four-year college majoring in agriculture. Scholarship winners will be announced at the 2015 National Angus Convention & Trade

Show Nov. 3-5, 2015, in Overland Park, Kan.

For more information, contact Ginette Kurtz, director of commercial programs, at 816-383-5100 or gkurtz@angus.org.

Allied Angus Breeders Scholarship

The Angus Foundation Board of Directors approved funds to provide \$1,000 scholarships to three youth who use Angus genetics in their seedstock or commercial operations. Awards will be given out in July 2015.

Applicants must be enrolled in a junior college, four-year college/university or other accredited institution for the fall of 2015. They can be an entering freshman or a continuing student in any undergraduate program. The applicant or applicant's parents/guardians must have transferred or been transferred a registration paper in the last 36 months (on or after May 1, 2012).

Full details of eligibility can be found at www.angusfoundation.org. Information and an application can be found in the resources section on the home page.

Applications being accepted for 2015 BLI

The deadline is March 2 for applications to attend the eighth annual Beef Leaders Institute (BLI) to be June 22-26 are now being accepted. BLI is designed for American Angus Association members 25-45 years old as a means to provide participants insight to all segments of the beef industry. Attendees will be stronger, more effective leaders for the Angus breed and for the beef industry now and in the future.

The Association and the Angus Foundation will provide transportation, lodging, meals and materials during the BLI. Attendees will be responsible for round-trip transportation between their home and the beginning and ending points.

The BLI is limited to 20 attendees each year. Applications are available online or by contacting Ashley Mitchell at 816-383-5149 or amitchell@angus.org.

View Central Bull Test listing on Virtual Library

Bull sales are abundant this time of year, and so are performance bull tests. The *Angus Journal* editorial staff keeps an updated list of central bull test stations on the Virtual Library at www.api-virtuallibrary.com/CentralBullTests. It lists tests by state, and provides test contact information, test on and off dates, required bull birth dates, and sale dates, plus additional information provided by the specific bull test.

From the Virtual Library homepage, the listing can be found under the "Angus Resources" tab. Hover over the "Industry" option in the drop-down list, and "Central Bull Test Stations" will be the first option.

Feed intake included in \$F, \$B

During the Association's biannual national cattle evaluation (NCE) in December, the feedlot dollar value index (\$F) included an additional update beyond the regular update of the economic assumptions. The feed intake EPD, which is calculated behind the scenes as a component of the residual average daily gain (RADG) EPD, was incorporated into \$F, thereby affecting the beef value index (\$B) as well.

For additional information, see the

“By The Numbers” column on page 82 of the December 2014 *Angus Journal*.

The Angus Report doubles airings each week on RFD-TV

The Angus Report delivers Association and industry news each week on RFD-TV. As of Nov. 1, 2014, the news program increased its airings from two to four times per week.

Since the program’s launch three years ago, it has been broadcast Monday mornings at 7:30 a.m. and Saturday afternoons at 1:30 p.m. CDT. Now the program will air additionally on Wednesday evenings at 5 p.m. and Thursday afternoons at 3:30 p.m.

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, EPDs and \$Values, percentiles, and much more. Visit www.angus.org for more details.

Foundation scholarship applications available

The Angus Foundation will award a number of undergraduate and graduate scholarships, recognizing recipients at the 2015 National Junior Angus Show (NJAS) in Tulsa, Okla.

Eligibility requirements for general Angus Foundation scholarships remain the same. Angus youth who are graduating from high school or in college currently may also be eligible for other Angus-related scholarships that are permanently endowed and managed by the Angus Foundation.

The Foundation will also make available graduate student scholarships to young men and women actively involved in the Angus breed who are pursuing advanced degrees.

Applicants must have, at one time, been a National Junior Angus Association (NJAA) member and must currently be a junior, regular or life member of the Association. Strong preference and priority will be given to applicants pursuing advanced degrees related closely to the beef industry.

The Angus Foundation undergraduate and graduate student scholarship application and guidelines are available at www.angusfoundation.org. The application deadline is May 1.

For more information contact the Angus Foundation at 816-383-5100.

Apply for Auxiliary scholarships now

The American Angus Auxiliary annually awards scholarships to graduating high school seniors. The postmark deadline for the national contest is May 1.

Junior Angus members must first be chosen as a state auxiliary scholarship winner before advancing to the national competition. Applications and a list of state Angus auxiliary scholarship

contacts are available at www.angusauxiliary.com.

Black Books available today

Place your order for the 2015 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 2015 books are available in any

quantity for \$3 each. To place orders, contact the AngusSource department at 816-383-5100 or blackbooks@angus.org.

Herds of the century

The American Angus Association initiated the Century Award to recognize its members and their families who have been in continuous production of registered-Angus cattle for at least 100

years. Award recipients will be recognized with an engraved plaque at the Association’s Annual Awards Banquet, notice will be given in the *Angus Journal*, and a list will be maintained on the Association’s website.

Contact the Events & Education Department for more information or for applications. This year’s awards were

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presented during the Awards Recognition Breakfast at the 2014 Angus Means Business National Convention & Trade Show in Kansas City, Mo.

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.

Roasting and then some

Move over turkey; Christmas cooking was all about the beef. Social media efforts going back to the 2013 holidays had featured a blog series on the esteemed “12 Roasts of Christmas.”

“Every year our roasting efforts just continue to build upon one another,” says Margaret Coleman, Certified Angus Beef LLC (CAB) assistant director of digital marketing. That’s why the focus was renewed for the 2014 season, but this time, it was all about tips and techniques used by talented CAB chefs.

Previous year’s posts laid the groundwork for what to do when it came to preparing that ideal dinner. This December, it was all about the how to — how to select the cut, how to tie, how to carve, how to serve, how to use corn starch to create a delicate crust, or how much beef to buy for a hungry brood.

“We shared recipes, but this year’s focus was more about what you need to know to make that great roast, to serve that great roast, to slice it,” says Jennifer Kiko, online community manager for the brand.

Between Thanksgiving and Christmas, one of the most popular website hits on the consumer site is the strip roast. Staffers were sure to showcase it in addition to highlighting other budgetary or preferential options, such as the sirloin and tri-tip roasts. Kiko says it’s the brand’s job to be prepared and proactive.

“People are looking for beef as the centerpiece for their Christmas feast, so we really want to capitalize on that by featuring these roasts and sharing how to buy and cook them.”

So what about those out-of-the-box inquiries that may not have made their way to the Web? Chef Michael Ollier had those handled. The CAB corporate chef hosted a live Facebook chat welcoming

online visitors to ask anything as it pertained to the topic of roasting.

“It was very much the end cap to our whole roasting season promotion,” Kiko says. “It was getting Michael’s insight and his personal opinions, kind of the highlight to beef roasting season.”

Efforts to hone in on specific target audiences and the information they seek revealed that 71% of U.S. adults are on

Facebook, making the social media site a target for grocery shopper messaging. A surge in Facebook fans reveals the initiatives were successful.

Chuck-wagon cook visits ECC

After one experience with chuck-wagon cook master Kent Rollins at last year’s chef tour event, folks at CAB knew another visit was crucial.



“I think he’s just got one of those magnetic personalities,” says CAB Corporate Chef Michael Ollier. “It’s just the way it is. If you know him, you’re a friend.”

Then again, there’s more than camaraderie when it comes to Rollins. Alongside his wife, Shannon, they venture out of Hollis, Okla., to serve authentic Western cuisine through their Red River

Ranch Chuck Wagon catering company. Enlisting the assistance of a restored 1876 Studebaker wagon, the couple fed more than 27,000 people last year and logged more miles than that on the open road.

“The first meals-on-wheels ever invented!” Rollins declares. Pulling from his heritage and cowboy upbringing near the banks of the Red River, he

specializes in dishes prepared over open fire with the help of Dutch ovens and burning coals.

What began as preparing meals for elk hunters turned into much more as word of Rollins spread throughout the plains.

“I figured, ‘Hey, if I can cook for them (hunters), I might as well get a wagon and start cooking for cowboys.’ When I started cooking on ranches, word got



A recent visit to CAB’s Education & Culinary Center provided Kent Rollins with a chance to break down a carcass with Phil Bass, learn all about the brand and work with cuts and recipes especially relevant to his audience.

around, and from ranches it went to Bar Mitzvahs to weddings to corporate events and TV.”

A recent visit to CAB’s Education & Culinary Center provided Rollins with a chance to break down a carcass with Phil Bass, learn all about the brand and work with cuts and recipes especially relevant to his audience.

“We wanted to pull out cuts he would actually utilize on the grill,” Ollier says. “He’s in the far southwest corner of Oklahoma, and that’s skirt steak country if you use Latin cuisine. Sirloin flap, the tri tip, we were intentionally throwing that out, trying to cook up things to fill the gap on his menu.”

Lunch was prepared making use of said sirloin flap for the purpose of menu ideation.

So why Kent Rollins? Ollier says it’s integrity that makes him a fit for the brand and the ranchers who make it.

“You can find talented people in the kitchen. That’s not it. But someone who has a heart like Kent Rollins, those are rare people,” the CAB chef says.

Besides being approachable, Rollins crosses the fence. He encapsulates both the cowboy and the chef.

“It’s rare to find someone who is the one putting out the product,” Ollier points out. “Chefs don’t really understand the producer world, the land, like this guy does. You don’t shake a chef’s hand and feel the calluses like he has.”

For Rollins, he’s just happy to have a quality product to share. Something he doesn’t have to worry about — one that’s uniform: “I always tell people, if you’re going to cook a piece of beef, you first have to start with a good cut of meat.”

To serve it, “feed it back to the same people who raised it,” those who brought it to the grill in the first place, that’s what makes it most worthwhile.

Especially “if they get to see an end product,” Rollins says. “Not a lot of times in life do you get to see what you turned out every day. To see it off the hoof and on the grill is a pretty good deal.”