

Association Link

The 2013 Annual Report available

The 2013 American Angus Association Annual Report features the business, progress and activities of the Association and its entities for fiscal year (FY) 2013, which ended Sept. 30, 2013. It is available online at www.angus.org. Printed reports are available upon request by contacting the Public Relations and Communications Department at 816-383-5100 or lmaudlin@angus.org.



B is the designated letter for permanent ID in 2014

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, B001 and B002 could designate the first two calves born into your herd in the year 2014. 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*.

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 are available at www.angusauxiliary.com. State Angus auxiliary scholarship contacts are listed online at www.angusauxiliary.com/scholarships.



Foundation scholarship applications available

The Angus Foundation will again award a number of undergraduate and graduate scholarships this year. Scholarship recipients will be recognized at the 2014 NJAS in Indianapolis, Ind.

The eligibility requirements for these 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 an 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.

Angus Journal coverage of ARSBC symposium online

"Reproductive technology holds the key that will allow beef producers to

quickly achieve the best genetics suited to their cattle-production goals," said 2013 Applied Reproductive Strategies in Beef Cattle (ARSBC) conference chair Dee Whittier, professor in the Department of Large Animal Clinical Sciences at the Virginia–Maryland Regional College of Veterinary Medicine at Virginia Tech.

The *Angus Journal* provided online coverage of the event, which included streaming video during the conference, at www.appliedreprostrategies.com/2013 thanks to the sponsorship of the Beef Reproduction Task Force and *LiveAuctions.tv*. All content for speakers from the October conference, including a written summary of each speaker, PowerPoint presentations, proceedings and audio are posted.

The concept of the ARSBC began about 10 years ago when leaders in beef cattle reproduction recognized the need for in-depth education to increase reproductive performance in beef cattle, particularly new techniques for synchronizing estrus. Since then, ARSBC educational events have been hosted in numerous states around the country. Past conference coverage by the *Angus*

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Journal editorial staff can be accessed from www.appliedreprostrategies.com.

Range Beef Cow Symposium online coverage complete

The Range Beef Cow Symposium (RBCS) is a biennial educational event designed as “in-service training for

cow-calf ranchers.” Presenters spoke about beef industry issues, genetics, reproduction, range and forage management, cattle health, beef nutrition and more.

The *Angus Journal* editorial team coordinated an online event coverage website for the RBCS, which was Dec. 3-5

in Rapid City, S.D., and included a live webcast from *LiveAuctions.tv*. Visit the Newsroom at www.rangebeefcow.com for summaries, PowerPoint presentations, proceedings papers, audio and additional references provided by speakers. All content for speakers from the December conference are posted.

The Range Beef Cow Symposium began in 1969 as a joint effort of the Extension services from South Dakota State University, Colorado State University, the University of Wyoming and the University of Nebraska. It includes a two-and-one-half day educational program, bull-pen sessions with the speakers each evening and a trade show with displays from the beef industry.

Junior entry packets mailed

All junior members who are 9 years old and older should receive the green entry booklet in the mail this month. It contains a calendar of events and deadlines, as well as complete show rules and entry forms for the regional preview shows and the NJAS. It also contains information about the Leaders Engaged in Angus Development (LEAD) Conference and Raising the Bar.

If you have not received your booklet, please contact the Junior Activities Department.

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.



CAB goes bizarre

To the quaint town of Wooster, Ohio, Hollywood came knocking. Home to the *Certified Angus Beef*® (CAB®) brand headquarters and Education & Culinary Center, the latter served as a filming destination for renowned TV host Andrew Zimmern of *Bizarre Foods America*.

The chef, food writer and TV personality spent an August afternoon with Certified Angus Beef LLC's (CAB's) Corporate Meat Scientist Phil Bass, as well as members of the culinary team, discussing the brand and unique ways to consume delicious beef.

For a premium beef brand, recognized for high quality and



TV host Andrew Zimmern of *Bizarre Foods America* spent an afternoon with Certified Angus Beef LLC's (CAB's) Corporate Meat Scientist Phil Bass, as well as members of the culinary team, discussing the brand and unique ways to consume delicious beef. Pictured are (from left) Bass, Chef Michael Ollier, Zimmern, Chef Ashley Pado and Chef Scott Popovic.

Technology and beyond

On one hand, the CAB brand never changes. The specifications that were implemented 35 years ago are as effective today as when the first carcass was evaluated. On the other hand, a lot has changed. For instance, information that once required pen in hand to paper can now

be stored in electronic databases and used to track trends and run data analysis.

Change can be good sometimes.

Aware of the increased use of technology for online communication, CAB has focused efforts on the brand's mobile presence for partners and consumers alike.

Designed to assist foodservice

distributors visiting with restaurant accounts, a new mobile application increases the amount of brand information available on the go.

"The app holds sales talking points, the Angus-rancher story, portion and menu calculators and much more, readily at the fingertips of those selling

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exquisite flavor, one may pose the question, "What's so bizarre about it?" To fit in with the theme of Zimmern's show, Bass chose not to focus on an odd product but, instead, on unique methods of preparation.

"We talked about what may interest an audience," Bass said. "He (Zimmern) wants to showcase awesome things that are right here in the states. So we didn't talk about anything crazy or off the wall, just something different to broaden viewers' horizons and perhaps enhance someone's eating experience."

Pulling out all stops, the meat scientist introduced Zimmern to the process of dry aging and how it differs from the more common wet-aging method.

Dry aging, "a new recurrence in the beef industry," according to Bass, is an older method that removes moisture and concentrates flavor. In the 1970s, the industry took a turn toward wet aging, the technique used in most grocery stores today.

"Dry aging is something that our grandparents experienced on a regular basis," Bass says. "It's nothing new, just different. It really comes down to personal preference."

The quality that exists in lesser-known steaks, such as the Denver cut, was also a focus of the show.

Preparation for filming began months in advance and CAB folks started the dry-aging process 60 days before. When it came time to shoot, for Bass, "it was just another day in the office." Discussion was candid, energetic and positive.

Aware of Zimmern's online following, CAB was active with social-media engagement prior to and during the episode's airing. In addition to tweets and steak-package giveaways for answers to questions such as "What's the most bizarre thing you've ever eaten," a live viewing party took place Dec. 2 at one of the brand's Cleveland partner restaurants.

Witnessing an immediate increase in online interest about the brand, CAB Director of Marketing Mary McMillen says, "We could tell it was a success right out of the chute."

The episode featured northeastern Ohio cuisine and agriculture, with video footage from a local Angus producer. Travel Channel reruns will continue to air and promote the brand and its valued partners.

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the brand,” says Emily Krueger, CAB marketing and public relations manager.

Additionally, the “technologically savvy” visiting CAB’s website are in for a pleasant surprise as the popular page is now more responsive and interactive. Each page now formats according to the technological device through which the

site is accessed. No matter if the page is viewed from a tablet, smartphone, laptop, desktop or other device, users have an optimal viewing experience with easy navigation throughout the site.

Elite bred heifer sale

A Dec. 7 GeneMax™ (GMX)-tested

heifer sale in Green City, Mo., was successful on several levels. Jim Brinkley, Milan, Mo., put the idea to his customers and associates at a summer GMX informational meeting with Gary Fike and Kara Lee of CAB.

Through late summer and fall, he worked with Mark Womack of Genex/

CRI, Kevin Lair of Green City Livestock Market and Wes Tiemann, regional manager for the American Angus Association, testing 1,000 heifers from customers across the region. They found the top two-thirds by GMX score, confirmed those artificial insemination (AI)-bred and fetal-sexed the embryos, then nearly 300 head were sorted into groups according to those criteria.

Consignor strategies varied, with some keeping while others sold their highest-scoring GMX heifers. Similar variations were seen in decisions based on fetal sex and AI status, and several lots were “no-sale” as falling short of a target price.

Still, the educational aspects alone made for a success on 213 head averaging \$2,132, with a range of \$1,750 to \$2,330, Lee reported. Afterward, producers talked about what they will do differently next time in this sale, already noted as the first of a planned annual event.

Besides the three main sort criteria, body condition and the ability to buy heifers bred to the same bull affected sale prices, she said.

The bull’s eye within

It takes great cattle to perform well in the feedlot and realize top quality grades in the packing plant. They move a step beyond great when the cattle stand out for lean yield grade, as well. Yet, they are not perfect.

Sure, it was only a representative 12 AngusSource® Genetic heifers from Wayne Miller’s herd near Savannah, Mo., fed at Gregory Feedlot, but they’re part of a pen and a greater tradition at both the feedlot and the farm.

At the Tabor, Iowa, feedlot, manager David Trowbridge says 99% of success comes from producers sending well-managed, capable genetics. “From there, we pay attention to detail and maximize their genetic potential.”

At the farm, they’re part of a clockwork system applied to 225 commercial and registered Angus that the retired veterinarian manages with nephew Derek Holt. Miller aims for perfection by finding whatever flaws exist in each cow and covering those with strategic use of AI to complementary sires.

Their cattle have graded 99% Choice or better for three years, as carcass data helps improve cattle that are already what Trowbridge calls “high end.”

Miller says, “I make steady progress year after year, but the ultimate goal is perfection. I want to keep improving. I am working to try to receive more reward, and while I appreciate what we have now, there is a long way to go to push people to work harder for quality.”

Trowbridge understands his customer.

“With Wayne, you have a producer who’s very passionate about genetics and what he has created,” the feeder says. “We feel the same way. We try to produce the best steak ever to be put

on a plate. That's our job. We are both very passionate.”

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

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. 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 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.

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.



Post Angus videos on your website

The American Angus Association has released its latest national advertisements focusing on the straightbred Angus advantage. Short video segments are available to post to

state association or individual websites, free of charge. Watch the videos at www.angus.org or on YouTube by searching for “Angus means business.” Contact the Public Relations and Communications Department at 816-383-5100 for more information.

Note these junior deadlines

- Feb. 1 is the ownership and entry

deadline for juniors planning to participate in the Mid-Atlantic Junior Angus Classic (MAJAC) regional preview show set for March 7-9 in Harrisonburg, Va.

- March 1 is the ownership and entry deadline for the Western Regional Junior Angus Show, which will be April 18-19 in Reno, Nev.
- March 1 is also the nomination

deadline for Advisor of the Year and Honorary Angus Foundation induction.

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

