



The Source

by **SARA SNIDER**, *director of AngusSource,[®]
American Angus Association*

Carcass challenge features the best

We often focus on the records, documentation and the age-verification component of AngusSource.[®] Due to the requirements of the Japan export market, age verification is what we seem to read about most. Age verification is in demand by feeders, and packer premiums of up to \$35 per head are available.

However, while age verification is an important component of the program, we need to remember that at the heart of AngusSource — and your profitability as a commercial producer — are the traits inherent in Angus genetics.

The demand for Angus genetics is well-documented and long-lasting. The production traits at the ranch, the efficiency in the feedlot and the performance on the rail have led Angus to being “the” breed of choice for all production segments. Angus has a long history of success and a bright future.

It is the genetic component that is

the foundation for the AngusSource program. AngusSource was developed as a way for the Association to assist its customers with marketing their Angus-sired calves. As the industry evolved, and marketing requirements changed, AngusSource adapted so that it could help producers meet growing market demands. But always, at the center of it all and responsible for the continued success of AngusSource, are the Angus genetics.

To focus on the genetic component, the AngusSource Carcass Challenge (ASCC) was started in 2008. The contest is designed to recognize the outstanding genetics found in AngusSource calves, the ranches who raise them and the Certified Angus Beef LLC (CAB)-licensed feeders who feed them.

Although the inaugural contest was small, the results were huge. What follows is a press release written by



Beller Feedlot received \$500 for the winning group that went 80.7% CAB and Prime and another \$100 for the third-place entry that graded 68.2% CAB and Prime. The winning group was purchased from Mike Green, Dennis Green, and Scott and Traci Glasscock.



Beller Corp. scored second place with cattle purchased from Gray's Angus Ranch that graded 69.1% CAB and Prime. They also fed the fifth-place entry.



Cattleman's Choice Feedyard and Jimmy Taylor split the \$100 prize for their fourth-place entry. Taylor's first time retaining ownership showed 66 steers going 67.7% CAB and Prime. Pictured is Dale Moore of Cattleman's Choice.

CAB's Miranda Reiman that highlights the winners of the 2008 contest. Congratulations to all who participated!

AngusSource names winners in '08 contest

The top groups in the 2008 ASCC "blew the doors off" average quality grades, says program director Sara Snider.

Three feedlots won more than \$1,000 in cash and prizes for first-through fifth-place finishes during the inaugural year of the contest. Entries consisted of at least 38 head of age-, source- and genetic-verified calves fed through the network of Certified Angus Beef LLC (CAB)-licensed partners.

"Our goal was to illustrate the value of those calves in the feedyard and recognize those procuring AngusSource calves and targeting the brand," Snider says.

The ASCC is designed to recognize the outstanding genetics found in AngusSource calves, the ranches who raise them and the CAB-licensed feeders who feed them.

Beller Feedlot, Lindsay, Neb., received \$500 for the winning group that went 80.7% *Certified Angus Beef*® (CAB®) and Prime. That's more than four times the national average.

Those 62 steers were purchased from longtime Montana customers Mike Green, Dennis Green and Scott and Traci Glasscock.

"We scanned for high marbling and took the top 62," says Terry Beller, feedlot owner-manager. "These were kind of the heart of them, but even the 'out' cattle did extremely well."

The third-place entry, at 68.2% CAB and Prime, also belonged to Beller Feedlot. That earned them an additional \$100.

Neighboring feedyard, Beller Corp., scored second and fifth place in the ASCC. The cattle purchased from Gray's Angus Ranch, near Harrison, Neb., went 69.1% CAB and Prime. The feedyard's No. 5 group went 67.4%.

"There's a big advantage to buying from the same source: You know what you've got," Doug Beller says. He, along with brothers Dennis and Duane, collected \$350 in prize money.

Cattleman's Choice Feedyard, Gage, Okla., and Jimmy Taylor, Elk City, Okla., split the \$100 prize for their fourth-place entry. Taylor's first time retaining ownership showed 66 steers going 67.7% CAB and Prime.

"We set the standards pretty high here. I'm going to have to work really hard to keep it at this level," says Dale Moore, owner-manager of Cattleman's Choice.

In the fourth-quarter 2008 ASCC results, 45 heifers harvested Nov. 24 at

the Cargill-Schuyler (Neb.) plant surpassed national quality grade averages but did not make it to the final round, Snider says. Still excellent, high-value cattle, they were fed by Beller Feedlot, which bought them from Schroeder Ranch, Thedford, Neb. Second- and third-quarter ASCC winners were previously announced.

Snider says the American Angus Association is looking forward to this

year's contest, which will continue to name quarterly winners in each region before bestowing a national title at the end of the year.

"We'd really like to see the contest grow," she says. "If you're feeding at or selling to a Certified Angus Beef-licensed feedyard, just make sure they know you are interested in the ASCC. There's no cost to enter and the paperwork is minimal."

In addition to the 38-head minimum, cattle must be harvested in one lot. They can be steers, heifers or mixed-sex groups and can come from multiple operations if all are AngusSource enrolled.

For more information on how to enroll in AngusSource or the ASCC, visit www.angussource.com or call 816-383-5100.

