

# Association Link

## AngusSource program launched

The American Angus Association has recently enhanced the AngusSource program to help differentiate Angus feeder cattle and replacement females of known origin from other black-hided cattle. Groups of commercial calves may now be enrolled in the AngusSource program, and customized ear tags will be supplied for all calves submitted. In addition, information about the source, genetics and management processing of the calves can be compiled into a concise marketing document to present to potential buyers. The cost to enroll cattle is \$1 per head.

This program offers many benefits to both registered Angus breeders and their commercial customers. For more information about the program, visit [www.angussource.com](http://www.angussource.com) or see pages 6 and 36.

## 2004 NACC to feature rewards

The 2004 National Angus Carcass Challenge (NACC) will feature higher cash awards for the top five pens of steers and of heifers, and for the grand champion pen. The ongoing contest, a

successor to the 2003 NACC, is designed to find the highest value group of 40 Angus-sired cattle fed in Certified Angus Beef LLC (CAB)-licensed feedlots. It aims to provide opportunity for discovery and recognition in a competitive format.

The 2003 NACC, sponsored by CAB, *Drovers* magazine and the American Angus Association Beef Record Service (BRS), will recognize the top 10 placing pens of steers and heifers. Awards will be announced at the National Western Stock Show (NWSS) in Denver, Colo., in January 2004. Angus-sired cattle that will be harvested by the end of this year are eligible.

Actual amounts of cash awards for the 2004 contest will depend upon total NACC sponsorship dollars, says Rod Schoenbine, CAB producer programs and data services coordinator. "We also want to enhance the recognition aspects of the contest through the new NACC Rewards program."

Angus seedstock producers with at least 400 cattle entered in NACC sired by bulls for which the producer's name appears on registration papers will be rewarded \$500 toward *Certified Angus Beef*® (CAB®) product for their next Angus sale or customer appreciation event.

Similarly, state and regional Angus

associations may group smaller producers' cattle together to create an NACC entry. The first ones to do so will win \$500 in CAB product for an association function. In both cases, total sponsorship support and participation will determine the number of such rewards available, Schoenbine says.

"This fall Angus producers owe it to themselves to check out the NACC opportunities to work with a CAB-licensed feeding partner to help them realize their breeding program's potential in carcass performance and value," he concludes. Visit [www.cabfeedlots.com](http://www.cabfeedlots.com) or call (330) 345-2333 to learn more.

## Annual Meeting planned

Details are being finalized for the 120th Annual Meeting of the American Angus Association, set for Monday, Nov. 17, during the North American International Livestock Exposition (NAILE) in Louisville, Ky. Angus events at the NAILE will take place Nov. 15-18.

## Beartooth Ranch to donate 2004 Angus Foundation Heifer

Beartooth Ranch, Columbus, Mont., will donate BT Everelda Entense 51N to highlight the 2004 Angus Foundation Heifer Package, which will sell Thursday, Jan. 15 at the National Western Bull Sale in Denver, Colo. The heifer is a January 2003 daughter of Twin Valley Precision E161.

All proceeds from the sale of the package benefit the Angus Foundation, which supports youth, education and research in agriculture.

## Plans being made for NWSS

Angus activities at the 2004 NWSS in Denver, Colo., start Tuesday, Jan. 13, with the junior heifer show at 1 p.m. in the Stadium Arena. The Roll of Victory (ROV) female show will begin at 8 a.m. on Wednesday, Jan. 14, in the Stadium Arena.

On Thursday, Jan. 15, sale bulls take the stage, with judging in the Stadium Arena at 8 a.m., followed by a viewing of all sale consignments. The National Western Angus Bull Sale begins at 2 p.m. in the Beef Palace Auction Arena with the sale of the Angus Foundation Heifer Package. The day concludes with the Angus Reception from 6:30 to 8:30 p.m. at the Denver Marriott City Center Hotel.

The ROV bull show begins at 8 a.m. on Friday, Jan. 16, in the Stadium Arena. Later that day, the Angus Foundation Female Sale, sponsored by the Colorado Angus Association, is set for 3 p.m. in the Livestock Center Auction Arena.

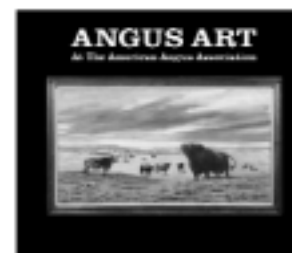
On Saturday, Jan. 17, Angus activities move to the yards with the carload and pen show at 9 a.m.

Hotel reservations for the NWSS can be made by calling the Marriott City

Center Hotel, which serves as Angus headquarters for the event, at (303) 297-1300. A room rate of \$86 plus tax has been negotiated for the Angus group. Reservations must be made by Dec. 22, 2003.

## Foundation offers Angus art book

The Angus Foundation will be offering a new item to Angus enthusiasts — *Angus Art at the American Angus Association*, a book of artwork



commissioned by the Association during the past 50 years. The initial offering will take place at the Association's Annual Meeting

next month in Louisville.

The book was written by Keith Evans, former director of communications and public relations for the Association, and it features the work of renowned Angus artist Frank Champion Murphy, who has contributed more than 20 oil paintings and numerous drawings and sketches to the Angus art collection.

The 70-page, four-color book documents the history of the Angus art collection and gives a complete biography of Murphy and his career with the American Angus Association. Much of Murphy's artwork has been used in advertising campaigns for the Angus breed throughout the years. Those campaigns are archived in the book as well.

Books are available to anyone who makes a \$20 donation to the Angus Foundation, plus a \$5 shipping and handling fee. Both Evans and Murphy will be on hand during the events at the NAILE to visit with attendees and sign copies of the book.

Starting Nov. 20, the book will be available to order through the Association by contacting the Junior Activities Department at (816) 383-5100. It can also be ordered by going to [www.angus.org](http://www.angus.org) and using the "shop online" service.

## Ranch visit for CAB staff

Nine CAB staff members toured Mill Brae Ranch, a seedstock Angus operation near Maple Hill, Kan., as part



of an orientation for those more familiar with the product side of the industry. Mark Nikkel, managing partner, traced

the history of the ranch, which is owned by T.D. and Roger Steele. Mill Brae sells 115 registered Angus bulls annually at a spring production sale, and most of its customers sell weaned calves.

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