



MOVING FORWARD

Quality at every step

by Bryce Schumann

Chief Executive Officer, American Angus Association

For nearly 130 years, America's farmers and ranchers have together built the Angus breed into the nation's number one source for beef cattle genetics.

This success has been built on generations of hard-working men and women who — like you — have dedicated their lives to their cattle, the land and a passion for quality.

In fact, quality is at the heart of everything we do — from quality genetics to quality data; from quality programs to quality people.

The Business Breed has been built on that quality focus, and it's led to programs like Certified Angus Beef, which transformed America's meatcase and helped to reverse years of waning beef demand.

As Angus breeders, your livelihood — and those of more than 60% of U.S. cow-calf producers who now identify their herds as Angus — depends on continuing a long-held commitment to quality.

Your dedication to doing things right is felt at every step of the production chain. Association programs like Cattlemen's Boot Camps and the recently completed Beef Leaders Institute help to foster leadership within the cattle business and promote basic tenants of producing quality Angus genetics. Likewise, the checkoff-funded Beef Quality Assurance (BQA) program also serves as an important part of the quality equation.

The BQA program took shape in the early 1990s, although many of you may recall its precursor, Beef Safety Assurance.

Today, the program teaches U.S. farmers and ranchers common sense husbandry techniques and best practices for things like herd health and record keeping. BQA training and guidelines are designed to make certain all beef consumers can take pride in what they purchase — and that's important in a society frequented with all too many negative anti-agriculture messages.

As you prepare to vaccinate and wean your calves this fall, consider becoming BQA-certified as part of the essential quality assurance process. The right management and production practices are often in the best interests of not only the beef industry, but your bottom line.

When Angus calves leave the farm or ranch for quality-focused markets, your extra efforts carry through to the consumer. In the end, everyone benefits.

Visit www.bqa.org for training manuals, guidelines and other information to become BQA-certified. 🐄



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SEPTEMBER 2011

- 3-Sep Patton & Friends Angus Sale, at Patton Farms, Crawfordsville, IN
- 5-Sep Cattle for Christ Moving 'Em Out for Missions, Enterprise, AL
- 10-Sep Day Cattle Company Angus Sale, Marshfield, MO
- 10-Sep Terry Little TL Ranch Angus Female Sale, Monticello, MO
- 11-Sep Green Oaks Angus Sale, West Liberty, KY
- 11-Sep Wilson Cattle Company Angus Sale, Cloverdale, IN
- 16-Sep Galaxy Beef/4M and Guests Angus Sale, Graham, MO
- 17-Sep Sinclair Cattle Company Angus Female Offering, Warfordsburg, PA
- 18-Sep Trowbridge Angus and Guests Angus Production Sale, Ghent, NY
- 23-Sep (N) Eby Ranch and Guests Angus Sale, Emporia, KS
- 24-Sep Boyd Beef Cattle and Guests Breeder's Cup Angus Sale, Mayslick, KY
- 25-Sep Complete and Total Dispersal of the Sterling Hunter Farm and Livestock Equipment and Angus Herd, Bath, MI

OCTOBER 2011

- 1-Oct Eastern Canadian Extravaganza Angus Sale, at Curraghdale Farms, Uxbridge, Ontario, CAN
- 1-Oct Lindell Angus Annual Production Sale, Leonardville, KS
- 1-Oct Sarratt Angus Sale, Gaffney, SC
- 2-Oct World Class Angus Sale Volume XI, at Mindemann Farms, Sullivan, WI
- 2-Oct Triara Angus Annual Production Sale, Melbourne, Quebec, CN
- 8-Oct Buford Ranches Angus Bull Sale, Welch, OK
- 8-Oct (N) Angus Connection Sale, sale at Seldom Rest, Niles, MI
- 8-Oct (N) Horstman Cattle Company and Guests Angus Production Sale, West Lafayette, IN
- 9-Oct Double R Bar Ranch Angus Production Sale, Plymouth, IN
- 11-Oct Coleman Angus Ranch and Guests Production Sale, Charlo, MT
- 15-Oct Whitestone Farm Annual Brand of Quality Angus Sale, Aldie, VA
- 16-Oct Maryland Angus Event Volume II, Thomas & Son Farm in Boonsboro, MD
- 16-Oct McCurry Angus Ranch Sale, Burrton, KS
- 17-Oct Champion Hill Annual Angus Production Sale, Bidwell, OH
- 21-Oct Penn State University 100th Anniversary Angus Sale, State College, PA
- 22-Oct Tanner Farms Performance-Tested Angus Bull Sale, Shuqualak, MS
- 22-Oct (N) Top Line Farm Angus Production Sale, Tremont, IL
- 23-Oct Carter Family Angus On-Line Show Heifer Sale, Julesburg, CO
- 23-Oct Werner Angus Farm Angus Sale, Cordova, IL
- 29-Oct Lone Oak Angus Production Sale, Middleton, TN
- 29-Oct 2011 Midwest Regional Genex/CRI Influence Angus Sale, Chillicothe, IL
- 29-Oct Stinson Angus Mature Cow Herd Dispersal, Talbott, TN
- 30-Oct Arkansas State Angus Sale, Ozark, AR
- 30-Oct Gamble Angus Farm "Come Roll With Us Volume IV" Angus Production Sale, Clinton, TN
- 31-Oct Monarch Farm Complete and Total Angus Dispersal, Folsom, LA

We are looking for Breeder's Gazettes, all issues from 1881 through 1913, and all Angus Topics from 1958 through 1978, as well as various Angus Topics from 1979 to present. We are also searching for Eastern Breeder Magazines, or any old sale catalogs you'd like to have a sale and happy home for. Contact the American Angus Hall of Fame.

Wanted: Angus Journals, Angus Topics, and all Angus sale catalogs, and any other Angus memorabilia you may be wishing to share. We will buy or trade. Contact the American Angus Hall of Fame.

The American Angus Hall of Fame is the world's oldest and most established Angus Sale Management Firm.

Cattle for sale? If you have a herd of cattle for sale, whether it is a complete herd or a group of cattle, call us TODAY. We will be glad to come to your farm or ranch at NO OBLIGATION to advise you on the best way to merchandise them.

America's #1 Sale Management Firm as acclaimed by Angus Breeders from coast-to-coast and border-to-border.