

December 2011

Missouri **ANGUS** Trails

Volume 27 • No. 8



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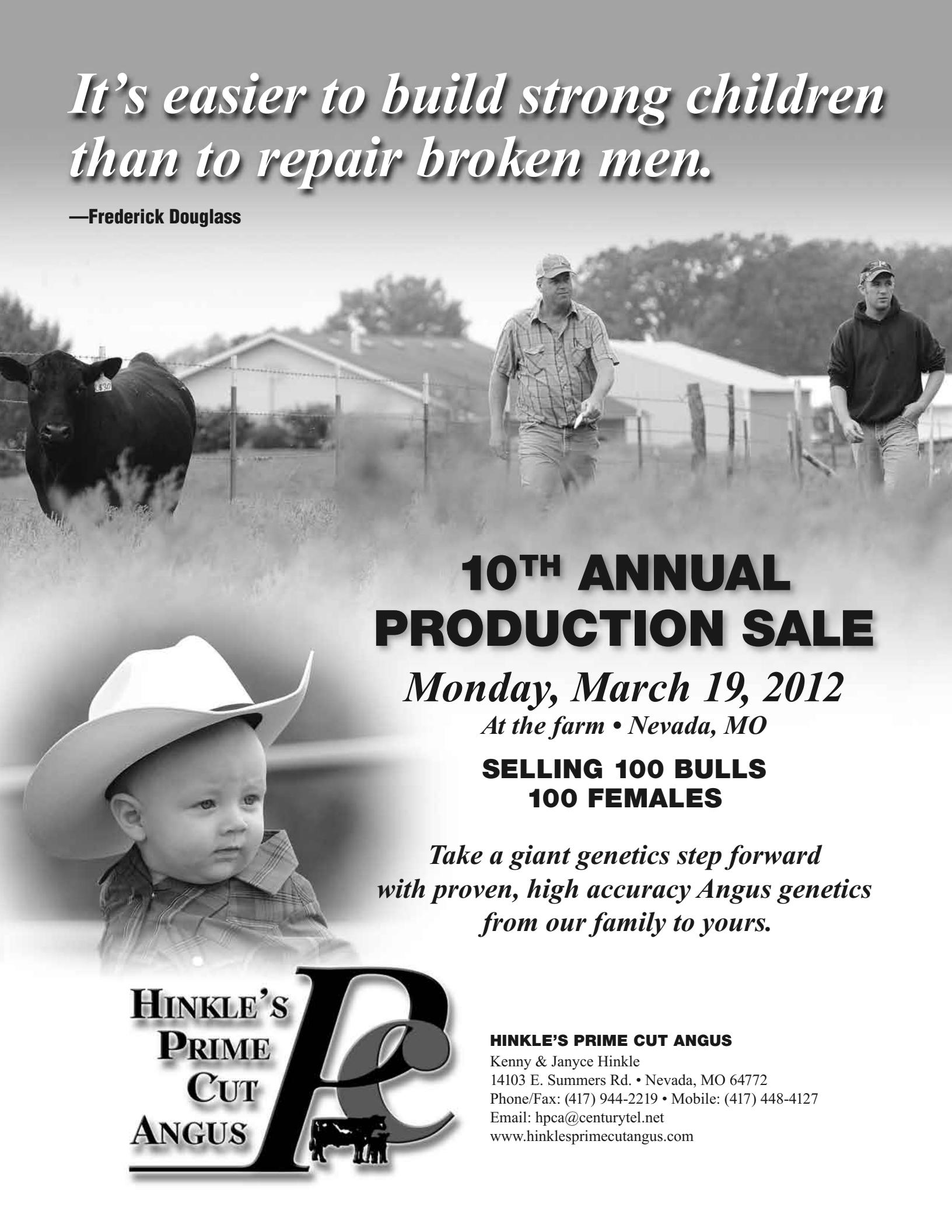
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August 2012

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January 1st

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MAIL DATE IS APPROXIMATELY THE 1ST OF EACH MONTH.

Due to the short time frame between the ad deadline and the print deadline, there will be no exceptions to advertising deadlines. Thank you for your cooperation in helping us get the Trails out on time.

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New Year of health,
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Missouri Couple Commits Additional \$10,000 to Support the Angus Foundation and Vision of Value: Campaign for Angus

Dr. Curtis and Ann Long of Briarwood Angus Farms, Butler, Mo., announced the financial commitment at the 2011 Angus Foundation Supporter Recognition Event.

Dr. Curtis Long of Briarwood Angus Farms in Butler, Mo., announced that he and his wife, Ann, will donate an additional \$10,000 to support the Angus Foundation's \$11 million fundraising campaign, *Vision of Value: Campaign for Angus*, which concludes Dec. 31, 2011. He made the announcement on Nov. 12 at the 2011 Angus Foundation Supporter Recognition Event, which is held annually in conjunction with the North American International Livestock Exposition in Louisville, Ky.

Since 1963, the Longs have been committed to not only the quality of the Angus breed but also the development of youth programs. In 2008, they donated \$100,000 to the Angus Foundation in support of the *Vision of Value* campaign to establish the Briarwood Angus Farms/Curtis and Ann Long Endowment Fund. The endowment supports the award winners of the National Junior Angus Show (NJAS) Steer Carcass Contest each year.

"Permanent endowment funds established in the Angus Foundation, such as the Briarwood Angus Farms/Curtis and Ann Long Endowment Fund, afford donors an array of wonderful features, including the ability at any time to further increase the level of the endowment through additional outright cash gifts," says Milford Jenkins, Angus Foundation president. "By increasing their endow-

ment with this gift, the opportunity for more investment income annually for these awards could be further realized over the long term."

Not only do the Longs support awards for winners of the NJAS Steer Carcass Contest, they also started an awards program for the Missouri State Fair Steer Carcass Show. Long says he has been happy with the level of participation in and the success of the carcass contest at the Missouri State Fair, and this made him want to get more involved in the NJAS steer carcass program.

"I began visiting with Milford Jenkins in late 2007 about setting up similar awards at the National Junior Angus Show and endowing the carcass steer awards program," Long says. "Because the Angus Foundation is run by board members of the American Angus Association®, it helps to make it a very strong organization. The Foundation goals, directed to our youth, are designed to support education and research, which are very noble and worthy goals."

In addition to financially supporting these awards for junior Angus exhibitors, the Longs have supported the Angus Foundation and campaign in other ways highlighted by their purchase of the 2011 Angus Foundation Heifer Package for \$50,000 this past January in Denver, Colo., at the National Western Stock Show. 

AGI, Pfizer Animal Genetics Announce New Developments

Additional genomic-enhanced EPDs and increased convenience revealed.

ST. JOSEPH, Mo. — Nov. 18, 2011 — Angus Genetics, Inc.® (AGI), a subsidiary of the American Angus Association®, and Pfizer Animal Genetics announce two new advancements that allow Angus breeders to more efficiently improve herd genetics.

These include additional genomic-enhanced EPDs (GE-EPDs) and genomic percent ranks for docility (DOC), yearling height (YH), scrotal circumference (SC), mature height (MH) and mature weight (MW) that incorporate the genomic results provided by the High Density 50K (HD 50K) platform from Pfizer Animal Genetics. In addition, AGI is now accepting DNA samples for genetic defect testing conducted by Pfizer Animal Genetics.

Through AGI, the American Angus Association continues to expand its offering of genomic-enhanced expected progeny differences (EPDs) using its extensive performance database and genomic results from DNA samples submitted by cattlemen.

"This is an exciting development in our mission to provide Angus cattle producers with the most advanced, extensive genetic selection tools available in the beef industry," said Bill Bowman, AGI president and Association chief operating officer. "With these additional genomic-enhanced EPDs, we're now able to offer genomic-enhanced measures on all production traits and further expand our maternal selection capabilities."

Scott Bormann, business director, Pfizer Animal Genetics, says these additional traits support the versatility and flexibility that come with using a 54,000-marker platform.

"Angus breeders utilizing HD 50K technology continue to benefit from the expandability of a platform that includes 54,000 markers," Bormann says. "This platform allows for the addition of new traits while still providing more coverage across the full range of existing

traits as well as parentage verification — all from a single sample and for a single price."

In addition to garnering information about four new traits, samples sent to AGI for genomic-enhanced EPDs powered by HD 50K can now be used for genetic defect testing. Angus breeders can also conduct genetic defect testing for neuropathic hydrocephalus (NH), arthrogryposis multiplex (AM) or contractual arachnodactyly (CA) through Pfizer Animal Genetics as a stand-alone test.

Breeders who have previously received GE-EPDs powered by HD 50K will receive the new trait predictions on tested animals at no additional charge. These GE-EPDs will be released Nov. 18. And, samples that are on file with AGI can be retrieved and used for defect testing as well.

"This agreement expands our relationship and services with Pfizer Animal Genetics to further provide seamless customer service to our members," says Bowman. "This new development will add convenience to Angus breeders' genetic testing programs for NH, AM and CA."

Bormann says this is another example of the commitment from AGI to provide Angus breeders and buyers of Angus genetics the most advanced and convenient options in genetic evaluation.

"We at Pfizer Animal Genetics are proud to partner with AGI in continuing to provide industry-leading solutions and advancements in the area of genetic evaluation for the Angus breed and the U.S. beef industry," Bormann says.

Visit www.angus.org or www.pfizeranimalgenetics.com for more information about the additional traits and genetic defect testing as it becomes available. Or, contact your Association regional manager, Pfizer Animal Genetics representative; call 816-383-5100 or 877-BEEF-DNA. 

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All of us at WGL and Weigand Feed & Grain would like to wish our customers and Angus friends a joyous Holiday Season.



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Contact us about female groups available at private treaty.



Robb, Ashley & Whitley Pitts

"The Holidays are rapidly approaching and another year is coming to a close. I would like to thank everyone for their continued support of our program. We truly appreciate everyone for making this another great year. Please do not hesitate to contact us, we would be glad to help with anything you might need."

*Have a Safe and Happy
Holiday Season!*

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\$G	+32.85
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**March 25
2012**

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Missouri Angus News

I would like to thank our delegates for representing Missouri in Louisville last month. I hope everyone who attended had a good time.

I can't believe another calendar year is quickly coming to a close. Fall breeding is underway and this is always an exciting time of year at our house and it also happens to be one of the most important parts of our operation. These decisions will impact our herd for months and years to come.

The cattle market is good and the weather has been favorable since most of us got some rain. We as cattle producers have many

by Brent Murphy, President

things to be thankful for so remember to enjoy everyday we get to pursue our goals in the cattle business. We are truly lucky to have the opportunities we have in this country. Good luck to everyone with their winter work. Please remember to enjoy what you do and do what you enjoy.

As we look forward to Christmas, my family would like to wish everyone a very enjoyable holiday season with loved ones and friends. Please remember the true reason for the season which is the birth of our Savior. Merry Christmas! 🎅

Delegates Represent Missouri at the American Angus Association 128th Annual Meeting

On behalf of the Missouri Angus Association and its membership our sincere thanks to the elected delegates who participated in the 128th Annual Meeting of the American Angus Association. Your time and dedication is greatly appreciated and the respect and

confidence that your fellow members placed in you is honorable. We appreciate your efforts and sacrifices to attend the meeting. Please join us all in thank these delegates for their service. 🎅

Eddie L Sydenstricker, Mexico

Ben Eggers, Mexico

Josh Worthington, Dadeville

Howell Wheaton, Columbia

Jack C Baker, Butler

Norman Garton, Nevada

Charles Gerloff, Bland

Curtis W Long, Butler

Craig Wallace, Stotts City

William Brian Brockman, Brookfield

Thomas Burke, Smithville

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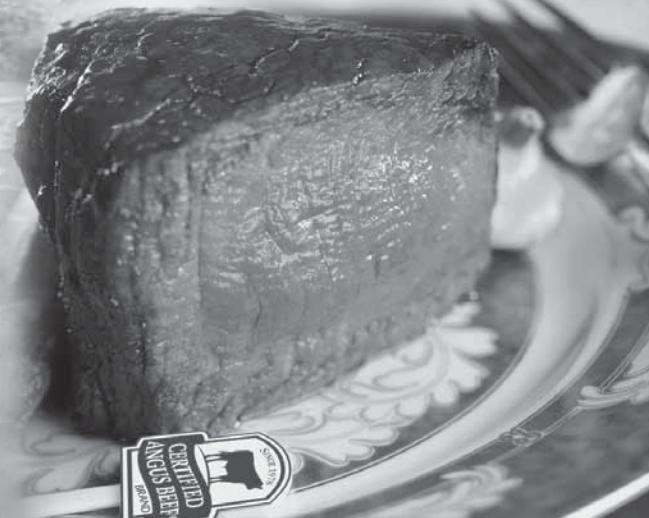
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**" A special thanks to all of
our customers this past year.
We hope you take time to
enjoy family this Holiday
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12:00 Noon

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YW	+123
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RE	+.32
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\$47,500 Record-selling Hoover Angus bull!

THESE SELL!



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Hoover Dam Son



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MISSOURI ANGUS TRAILS |

THUNDER VALLEY FARMS

**It has been a great year at Thunder Valley Farms
and we would like to wish everyone a Merry Christmas and a
prosperous New Year. We are thankful for all of our past customers
this year and we look forward to meeting new customers
and friends in the year to come.**

Please stop by for a visit anytime. We welcome your interest in the Thunder Valley program.



THUNDER VALLEY FARMS

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New CAB website designed for producers

Sure, you've heard about the *Certified Angus Beef®* (CAB®) brand, maybe even looked it up online. Thousands of regular visitors will notice new pictures and a more attractive layout at CABpartners.com.

That's catchy, but the real benefit of the recent redesign is improved navigation. "It's much easier to get around," says Laura Nelson, industry information specialist for the company.

"We tracked usage for years, then worked for months to make it better, a place where you can learn more about how to raise higher-quality beef and reap the financial rewards for doing so," she says.

The previous site was organized by industry segments, but the new, topical approach leads visitors through selections that include management, health, genetics, nutrition and marketing.

If you're looking to find a CAB-licensed feedlot or want to know how to get top dollar for your Angus-influenced calves at auction, for example, click "Marketing." If you want to learn more about the expected progeny differences (EPDs) that make the most difference in CAB acceptance, click "Genetics."

"There is plenty of new information, but all of the tools from our old site are still there," Nelson explains. The Calf Price and Fed Cattle Breakeven calculators are accessible in the marketing section, along with seedstock marketing tools and tips on how to build a resume for your calves.

"We can feature our latest news more prominently now," she adds. "There's even a video library filled with informational clips from ranchers, feeders, researchers and allied industry folks."

Other new items include a social media bar at the bottom of the

page that points users to the Black Ink blog, Twitter feed and Facebook page. Rotating features along the left-hand side of the home page point to "spots of interest" on the website, Nelson notes.

"Our team interacts with producers every day, and we took a lot of advice on how to make this a one-stop resource for everyone trying to hit the CAB target," she says. "It's streamlined, user-friendly and less static."

She encourages producers to visit often, as information is typically updated daily.

What if you can't find what you're looking for?

"It might take a while for frequent visitors to the old site to get used to our new navigation," Nelson says. "But our team members' individual contact information is listed under the 'About Us' tab, and we're happy to direct you to a link."

Although the entire site is rearranged and the look is different, the address is the same as it's always been: www.CABpartners.com.



Delegates Elect Angus Board Members

American Angus Association® delegates elected five members to its Board of Directors Monday, Nov. 14 at the 128th Annual Convention of Delegates in Louisville, Ky.

Elected Board Directors include Chris Sankey, Council Grove, Kan.; Arlen Sawyer, Bassett, Neb.; Doug Schroeder, Clarence, Iowa; Darrell Silveira, Firebaugh, Calif.; and Jim Sitz, Dillon, Mont. Sankey will serve his first three-year term on the Board; while Sawyer, Schroeder, Silveira and Sitz will serve a second, three-year term.

Jarold Callahan, Edmond, Okla., was elected the American Angus Association president and chairman of the board. He succeeds Joe Hampton, Mount Ulla, N.C.

Phil Trowbridge, Ghent, N.Y., was chosen by delegates to serve as vice president and vice chairman of the board. Gordon Stucky, Kingman, Kan., will serve as treasurer for the year.

More than 300 elected delegates from 43 states, Canada and the District of Columbia represented American Angus Association members and conducted the business of the Association during the annual meeting and election. The meeting was at the Kentucky Fair and Exposition Center (KFEC) in conjunction with the North American International Livestock Exposition (NAILE) Super-Point Roll of Victory (ROV) Angus Show.

Jarold Callahan, the Association's newly-elected president and chairman of the board, most recently served as vice president and vice chairman of the board. Callahan received his undergraduate degree from Northeastern Oklahoma A&M College and a master's degree in agriculture from the University of Arkansas at Fayetteville. He taught purebred beef production and livestock selection at Oklahoma State University and served as executive vice president of the Oklahoma Cattlemen's Association before joining Express Ranches in 1996.

As Association president, Callahan will serve as chairman of the Executive Committee and will work closely with all directors to lead the board during the next year.

Callahan succeeds Joe Hampton, who, with his wife, Robin, operates Back Creek, a cattle operation near Mount Ulla, N.C., focused on the production of Angus bulls for commercial cattlemen.

Phil Trowbridge, newly elected vice chairman and vice president, recently served as treasurer. Trowbridge received his animal science degree from Alfred State College prior to becoming herdsman at Gallagher's Angus Farm, where he continues to enhance Angus genetics with Trowbridge Angus. Trowbridge has served on numerous boards on the local and state level and organized the Columbia County Feeders 4-H Club.

Treasurer Gordon Stucky received his bachelor's degree from Kansas State University and established Stucky Ranch, a family-owned ranching operation near Kingman, Kan. Gordon has served the Kansas Angus Association as district director, board member and as president. He has also served numerous regional and state organizations, including the Extension Council, Farm Bureau and the Kansas Livestock Association.

Brief biographical sketches of recently elected Board Directors follow.

Chris Sankey

Chris Sankey and his wife, Sharee own and operate Sankey's 6N Ranch located in the Flint Hills near Council Grove, Kan. The San-

keys have two children, Cody and Jeana, who were actively involved in the Kansas Junior Angus Association (KJAA) and the National Junior Angus Association (NJAA).

Following his graduation from Sterling High School, Chris attended Kansas State University and received his bachelor's degree in animal science and business in 1978. Chris has been active in the Kansas Angus Association (KAA), serving on the KAA board and as president of the association in 1990. He has served on two National Junior Angus Show (Njas) committees, a regional show committee and various association committees. He currently serves on the 2012 National Angus Conference & Tour committee. He has been a KJAA advisor for two terms.

Chris is involved in the Kansas Livestock Association and is a past County Chairman and past Purebred Council Committee Chairman. He has also served his home community by being a 4-H leader and a member of the Morris County Extension Council and Farm Bureau Board.

Arlen Sawyer

Arlen and his wife, Becky, are owners of A&B Cattle located south of Bassett in the north-central Sandhills of Nebraska and have two children, Jessica and Adam.

After graduating from South Dakota State University (SDSU), Arlen accepted the position of manager of the 700-head registered cow herd at K Plus Angus Ranch.

From 1984 to 1990, Arlen and Becky purchased ranchland in Rock County, Neb., and expanded their own cow herd. They established "A&B Cattle" in fall 1990.

Through the years, Arlen has judged numerous regional and national livestock events and is a member of the Nebraska Angus Association, Nebraska Cattlemen and the Sandhill Cattle Association. He is a past president of the Nebraska Angus Association and the Area II Region of the Nebraska Cattlemen. He has served on the Nebraska Cattlemen's Classic board of directors and on the Beef Advisory Council to the Black Hills Stock Show. He has served as advisor to the Nebraska Junior Angus Association.

Locally, he has served as a two-term president of the Bassett Country Club, was a board member of the district FmHA, and is an active member of the Holy Cross Catholic Church in Bassett, where he served as president of the Parish Council.

Doug Schroeder

Doug grew up on a family farm near Clarence, Iowa, a small rural farming community. He received a degree in ag business from Kirkwood Community College.

Doug and his wife, Glenda, have three children — Jason, Drew and Lauren.

In 1989 they purchased the original Schroeder homestead. Today, the farm consists of 320 acres of owned and 500 acres of rented ground and 125 registered Angus cows.

Over the years, Doug has been active in associations such as Cedar County Cattlemen's Association; Cedar County Corn & Soybean Association; Cedar County Pork Producers; Eastern Iowa Angus Association, in which he was president for two years; and Iowa Angus Association, in which he was also president for two years.

Doug and Glenda have both been strong and active supporters

continued on page 18

Auxiliary News

by Susan Coon, President

Greetings! Once again the hustle and bustle of the holiday season is upon us. There are so many things to do, places to go, and foods to prepare. As we rush around preparing, may we remember the true meaning of the season!

Last February, the Auxiliary voted to hold a workshop Friday night during the Angus Futurity. The purpose of the workshop is to assist junior members in preparing their projects for the National Junior Angus show and hopefully boost the numbers of juniors involved in the different contests. If you have or know of a junior

member who has always wanted to participate in a contest but did not know how to start, this workshop will help. Additionally, please bring your own ideas and supplies with you to the workshop. Tammy has volunteered to bring several computers.

The Auxiliary team is trying to finalize the time, place, and leaders for the workshop. If you are interested in being a leader of a workshop please let one of the officers' know.

May you and your family be blessed during this holiday season.
Merry Christmas! 🎅

New Members

Lincoln Cornett
Triple C Cattle • Pattonsburg, MO

M & S Strodtman Operating Co, LLC
Glasgow, MO



Arkansas State Fair Winners



RESERVE GRAND CHAMPION COW-CALF PAIR

Hickory Hill Missy PA06
Stan & Angela Smith, West Plains, MO



RESERVE SENIOR CHAMPION FEMALE

Hickory Hill Missy 925
Landon Smith, West Plains, MO



SENIOR BULL CALF CHAMPION

Checkerhill Storm X19
Clayton Smith, West Plains, MO



SENIOR HEIFER CALF CHAMPION

Checkerhill Viola X42
Clayton Smith, West Plains, MO

AMERICAN ROYAL ROLL OF VICTORY WINNER



RESERVE SENIOR BULL CALF CHAMPION

Checkerhill Storm X19
Clayton Smith,
West Plains, MO



MOVING FORWARD

Our story, our breed

by Bryce Schumann

Chief Executive Officer, American Angus Association

Among the action points in the recently approved Long Range Strategic Plan is the expansion of Angus television.

The Angus Report

Beginning in early September, the Association began broadcasting *The Angus Report* on RFD-TV. The program, which provides the industry with the latest news and headlines as well as management tips, is broadcast every Monday morning at 8:30 a.m. Eastern. If you miss the Monday morning show, you can catch it again on Saturday afternoons at 2:30 p.m. Eastern.

To our knowledge, the program is the first time in history that a U.S. breed association has had an ongoing, regular television presence. We're excited about what this opportunity means for the Angus breed, because it represents not only another opportunity to promote the breed, but also a substantial increase in our ability to communicate with the industry on an ongoing basis.

We are also excited that industry organizations like CattleFax, which is the leading source for market and economic information, as well as the National Beef Quality Assurance (BQA) program, have agreed to provide the program with useful and informative segments that not only will benefit our members but also expand the scope and relevance of the content.

Each episode contains the following individual segments:

- 1) Industry News: Top news stories and issues for the week.
- 2) CattleFax Market Update: Latest market news and insight
- 3) Supplying the Brand: Steps producers and feeders can take to improve the quality of beef
- 4) Practical Applications: Helpful tips on how to use AAA genetic evaluation tools and other Association services and programs
- 5) Around the Angus World: Coverage of Angus events, shows and meetings
- 6) Horizons: A personal profile about someone involved in the Angus business

The Angus Report is the complementary morning news piece to *I Am Angus*, the popular television series that debuted on national television a couple of years ago. *I Am Angus* also has an expanded schedule this year, with six episodes slated to air once a month from October through March.

Along with a complementary print and web presence these television programs help to promote not only the Angus breed but American ranching and our most virtuous purpose — feeding a nation.

If you miss any of these programs, all of them can be viewed after they air on www.angus.org.

We hope you make them part of your regular schedule, and that you tune in each week at the same time and the same place — RFD-TV — to hear the latest news and information in the Angus business. ☺



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THE AMERICAN ABERDEEN ANGUS NATIONAL SALE

The 2012 National Aberdeen Angus Sale will be held on April 29, 2012, in conjunction with the 60th annual celebration of the Western National Angus Futurity which will be held from April 28th through April 30th in Reno, Nevada. The National Aberdeen Angus Sale will be open to heifers, bred and open cows, cows and calves, bulls, pregnancies, and embryos. Everyone is invited to participate. For information, contact the American Angus Hall of Fame at 816-532-0811.

DECEMBER 2011

- | | |
|--------|---|
| 2-Dec | Davis Farms Mature Cow Herd Dispersal and Performance-Tested Angus Bull Sale, Doe Run, GA |
| 3-Dec | Bramblett Angus Bull Sale and Commercial Female Sale, Elberton, GA |
| 3-Dec | Hoosier Beef Congress Angus Sale, Indianapolis, IN |
| 3-Dec | Ontario Angus Futurity, Orangeville, Ontario, CAN |
| 9-Dec | The 2011 National Angus Finals Sale Hosted by Lake View Cattle Co., Las Vegas, NV |
| 15-Dec | Beitelspacher Ranch Complete Angus Dispersal, Bowdle, SD, Sale at Aberdeen, SD |
| 17-Dec | Griswold Cattle Co. Classic, Stillwater, OK |

JANUARY 2012

- | | |
|--------|--|
| 7-Jan | Nebraska Cornhusker Angus Sale, at the Auction Market, Fairbury, NE |
| 27-Jan | Mill Bar Angus 13th Annual Production Sale, Hayes Center, sale at McCook, NE |
| 29-Jan | Jauer Dependable Genetics Angus Sale, Hinton, IA |

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 safe 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.

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Happy people, happy cattle

By Miranda Reiman

"If momma ain't happy, ain't nobody happy."

Surely you've heard that phrase and get what it means: If the household caregiver isn't in a good mood, it trickles down to the rest of the family.

At a recent seminar, a management consultant applied that same concept to animal caretakers. When they're not happy, the herds aren't happy. When ranchers or feedlot employees are unhappy or feeling stress, how much pride can they take in the job they're doing?

Call it mammalian empathy or stress-related errors of management, but those bad feelings are contagious across species. And a growing body of research says cattle that never have a bad day do better all the way through to the packinghouse.

From an animal's perspective, what exactly does that mean, never having a bad day?

There are variables that no caregiver can completely control, like weather or sickness. But that doesn't mean a herdsman is helpless; there is much you can do. Approaches like strategic windbreaks or bedding cattle can make them more comfortable in the winter

months. Sprinklers and shade can ease the sweltering summer heat.

Vaccinations, good nutrition, minimal stress—these can all aid in keeping critters healthy.

Then there are all those details where the caregiver has much greater control: weaning, feeding, animal handling and so on down the list.

Planning ahead and doing everything possible to ease cattle from one transition phase to the next helps. Consistency is another key. Moving animals in a calm and collected manner (as much as is humanly possible), avoiding "hot shots" and hollering, and focusing on the natural tendencies of the animal can make even the most stressful days seem like good times to those cattle.

You care. Those animals are your lifeblood. You're entrusted with their wellbeing and they're your profit center. But if you have employees, either family or outside hired help, do they feel the same way? Is that passion coursing through their veins?

This management consultant suggested those folks keep their purpose top of mind. They're not just feeding cows and processing

continued on page 26

Headlining our 3•11•12 Sale

XX OBJECTIVE 0058

Objective x Retail Product x T510

Trait	CED	BW	WW	YW	CEM	Milk	CW	Marb	RE	Fat	\$W	\$F	\$G	\$B
EPD	+10	+1.3	+67	+132	+8	+27	+25	+.76	+.73	-.015	+27.43	+67.12	+41.99	+81.41
% Rank	15	40	1	1	40	15	35	10	3	15	40	1	2	1

BW 59 lbs

WW 632 lbs
(no creep)

YW 1,403 lbs

Marb 4.11%

RE 14.8 sq. in.

SS Objective T510 OT26



His Sire



Maternal Sister in Blood

SS Objective T510 OT26

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Greetings from Northwest Missouri!

Outside there is three inches of snow on the ground and the sun is shining. It's a pretty sight and a big reminder that winter is right around the corner.

The American Royal was small in numbers, but the quality was top notch. The Champion and Reserve Champion Heifers

were very functional, sound, and cowy which is typical of the Angus breed. It was a great chance to catch up and see many Angus juniors and talk about great cattle.

Next stop is Louisville! Good luck to all exhibitors and we'll see you in Denver!

Feel free to contact me if you have any questions. 

From your Advisor...

By Jeff & Deb Thummel, MJAA Advisors

Post Thanksgiving greetings to everyone! I'm hoping that you were able to eat your favorite dish sitting with your favorite people. And, I'll add that I hope that you don't wait until next November to be Thankful again!

I'm having a little bit of an Advisor's article writer's block. I do know that at the time of printing that the Foundation Scholarship deadline has passed, so I hope that all of you seniors took the time to submit an application. Our state and national organizations go out of their way to provide opportunities....I hope you reach out and take advantage of many of them.

I look forward to seeing several of the great Missouri Angus Juniors. at the Missouri Cattlemen's Convention coming up in mid December. Our Angus Juniors are generally well represented in those scholarships as well.

I encourage you also to be thinking about running for an office in a couple of months at the Futurity. Many leadership opportunities are available to those who strive for them.

I want to take this time to commend Paige Wallace on her reign

as Miss American Angus. She handled the position with grace and ease as always.

Thank you for your fine leadership and we wish you continued success. Be sure to catch Paige on "The Angus Report" on RFD-TV.

Good Luck at all of the winter shows! And congratulations to Jake Heimsoth for being named Champion breeding beef showman at the American Royal. Good job!

As Christmas time approaches, I encourage you to consider what you can give to others in terms of your time and talents, more so than you consider what you can get!

Spend some time at the manger and at the Cross as well!

Merry Christmas! 



Delegates Elect Angus Board Members

continued from page 13

of junior programs on the state and national level. They were Iowa Junior Angus Association advisors for 13 years and were honored as NJAA Advisors of the Year in 2006 at the NJAS in Indianapolis, Ind. They were chairpersons for the NJAS in 2000 and 2008.

Darrell Silveira

Darrell, Firebaugh, Calif., has been rooted in the Angus community for more than 38 years. He graduated from Tranquility High School in Tranquility, Calif., and attended California Polytechnic State University, San Luis Obispo, where he studied agribusiness.

Over the years the operation has grown. Together with his family — which includes his brother, Dudley, an accountant; and Rick Blanchard, operating manager — he owns and operates Silveira Bros., a diversified farming and seedstock operation.

Darrell has served on the board of directors of the California Angus Association and the Western States Angus Association. In 2007, he was inducted into the California Angus Hall of Fame for his years of contributions to the association and to the advancement of the breed. He has served as a delegate to the American Angus Association Annual Convention in Louisville, Ky., for more than two decades.

He served for nearly two decades on the California Crop Im-

provement Association board of directors at the University of California-Davis. He was a director for the local irrigation district and one of the founding members of the National Farmers Organization (NFO) in the San Joaquin Valley. He served as a director and as president of the California Alfalfa Seed Research Board, serving on that board for 15 years.

Jim Sitz

Jim Sitz, Dillon, Mont., graduated from Harrison High School and attended Brigham Young University (BYU)-Rexburg in Idaho, majoring in business and agricultural management. While attending college, his father, Bob Sr., died from injuries in a tractor accident at the ranch. Jim completed college and returned to the ranch to work with his mother, Donna, and brother, Bob Jr., on a full-time basis in the management and operation of Sitz Angus Ranch.

Jim and his wife, Tammi, have four children: Amber, Ashley, Tyler and Tucker.

Jim has been and is very active in regional and state organizations. He has served on the board of directors and was president of the Montana Angus Association for two years. He has previously served as a member of the Montana Beef Council for the Montana Stockgrowers Association and presently serves on the board for Rocky Mountain Supply, a statewide agribusiness. The Sitz Angus operation is well-recognized throughout the state of Montana for their support of both the beef industry and agriculture in general. 

CORNER ON QUALITY



Opportunities abound

We love it when good things come together. Autumn is full of those instances, from research that supports our high-quality beef target to healthy weaned calves to Angus bull sales—there's even a newly designed web resource for you and your customers. Check out what's going on at *Certified Angus Beef LLC®* (CAB®) this month.

CAB unveils new producer website

CABpartners.com has a new layout and pictures, but mainly it just works better. "It's much easier to get around," says Laura Nelson, industry information specialist for the company.

Backed by user data and the latest web tools, the new site leads cattlemen through a topical approach to producing and getting paid for the best beef. Pages include management, health, genetics, nutrition and marketing—all containing related information, she says.

If you're looking to find a CAB-licensed feedlot or want to know how to top the auction market with your Angus calves, for example, click "Marketing." If you want to see which expected progeny differences (EPDs) make the most difference in CAB acceptance, click "Genetics."

"There is plenty of new information, but all of the tools and calculators from our old site are still there," Nelson says. The Calf Price and Fed Cattle Break-even calculators are in the marketing section, along with seedstock marketing tools and tips on how to build a resume for your calves.

"We can feature our latest news more prominently now," she adds. "There's even a video library filled with informational clips from ranchers, feeders, researchers and allied industry folks."

Other new items include a social media bar at the bottom of the page that points users to the Black Ink blog, Twitter feed and Facebook page. Rotating features along the left-hand side of the home page point to "spots of interest," and you can contact CAB team members listed under "About Us."

Although the entire site is rearranged and the look is different, the address is the same as it's always been: www.CABpartners.com.

The Taste Drive

There's that one "big event" of the year. You put everything you've worked for out in front of your customers to see, and you hope it's successful.

"To most seedstock producers it's their production sale. To the Value-added Products (VAP) team, it's our annual Taste Drive," says division director Brett Erickson. "All year we work towards having our partners ready to showcase their CAB value-added products at our Annual Conference in the fall."

There's developing the products and marketing material, licensing processors and coordinating details with the resort's chefs,

kitchen and event crews.

"We look for ways to make it more productive and valuable to conference attendees," he says. "A year's worth of work, time, energy and dollars for three hours of controlled chaos—all with the hope that the retailer, foodservice distributors, international folks, producers and processors all walk away saying, 'Wow, that was a great Taste Drive.'"

Proof of greatness comes when processors tell the VAP team about directly-linked sales.

"That's when we know we've done our job, when we have a satisfied customer," Erickson says. "Just like the seedstock producer who gets a call from his customer saying that bull did a great job servicing his females, and the calves topped this fall's market. That's what keeps them coming back."

Yum: That buttery, beef-fat flavor

If meat scientist Daryl Tatum goes out for a "knock-your-socks-off" beef dinner, it's going to include high levels of marbling.

New research by the Colorado State University professor points out the links between key sensory attributes and quality grades.

"Marbling has kind of gotten a bum rap from a lot of people saying it really doesn't predict much," Tatum says. "But across the full range, it has predictive capabilities. When you can measure it precisely, it does a really good job."

The recent work, funded by The Beef Checkoff and commissioned by the industry's Joint Product Enhancement Committee, looked at camera-based quality grade calls and their correlation to eating experience.

A trained panel evaluated steaks from carcasses that were camera graded into seven different marbling scores. Tenderness and "buttery, beef-fat" flavor accounted for 91% of the variation in overall sensory experience; in turn, 40% of tenderness variation and 71% of variation in that desirable flavor was due to marbling score.

Tatum says "the beef trade has it figured out. Prime is its own category and the upper two-thirds of Choice is another category by itself."

The probability of a positive eating experience within the Prime grade is 98% to 99%. With modest and moderate amounts of marbling, the threshold for many premium Choice brands like CAB, the chance of a good eating experience is 82% to 88%.

That's in stark contrast to low Choice at 62% or Select at 29%.

"When you get to that premium Choice zone, there's not much wrong with the beef in most people's opinion," Tatum says. "It's more of an insurance policy than anything. You're not going to get a junk piece of meat once you get up at those levels."

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2011 Fall Sale Dates

12/2 MAA Advantage + Marshall

2012 Spring Sale Dates

2-19 Byergo Angus Savannah
2/25,26 55th Missouri Angus Breeders' Futurity ... Columbia
3-3 Mead Angus (N) Versailles
3-4 Nodaway County Angus Association.....Maryville
3-9 Weigand Grain & Livestock.....Warrensburg
3-10 Heart of the Ozarks Angus Association ...West Plains
3/10,11 Briarwood Private Treaty.....Butler
3-11 Shepherd Hills.....Lebanon
3-16 TL Bull Sale.....Monticello
3-16 Marshall & Fenner Bull & Female Sale.....Marshall
3-17 Brinkley Angus RanchGreen City
3-17 Circle A Angus RanchIberia
3-17 Mississippi Valley Angus Association Palmyra
3-19 Hinkle's Prime Cut Angus Nevada



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3-24	Professional Beef Genetics	Montrose
3-25	C/S Cattle	Pomona
3-25	Frank Turner & Sons	Armstrong
3-28	Galaxy Beef Bull Sale.....	Maryville
4-2	Brockmere.....	Brookfield
4-7	Four State Angus Association	Springfield
4-7	Angus in the Green Hills	Green City
4-10	Sydenstricker Influence.....	New Cambria
4-14	Howard County Angus Association	Fayette
4-19	KCS Angus Ranch	Novinger
4-21	East Central Angus Association.....	Cuba
4-21	Owen Brothers Cattle Co	Bois D'Arc



For additional information on any of the sales or events contact the host or Josh Worthington at 417-844-2601.



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Hay and Cows and Chaff and Stuff

By Howell N. Wheaton

across the central, southern and southwestern part of beef cow country.

Whenever there is a feed shortage there is the likelihood that cows will become thin before winter and if a cow enters the winter season in a thin condition, i.e., body score of 5 or lower, it takes extra feed for her to regain weight and proper body functions. These cows often have trouble calving, have weak calves at birth, have longer postpartum intervals and lower pregnancy rates the following year. A body condition score (BCS) of 5 or higher is necessary for a cow to achieve normal reproduction rates.

If one's inventory of hay indicates there are more cows to feed than hay available there is a very short list of what to do. We have all heard hundreds of times – cull “ole so and so”, and sell heifers and on and on. Well, after that has been done and the supply and demand for hay still does not match, what are the options? Most of them are costly and more labor intensive than what is normally expected to winter a cow herd.

Take inventory of the hay supply and cattle numbers.

Sort cattle into groups that match their nutritional needs. Most of us do this anyway, but this year an extra group or two may be needed to stretch the hay supply without sacrificing performance. Start by mentally sorting into the usual groups. Fall vs. winter-spring calvers, replacement heifers, first and second calf heifers, just weaned replacement heifers, older cows (and that ole favorite with excellent genetics, that you just could not make yourself cull). Some of these groups can be placed together to minimize labor and maximize feed usage. Make sure to provide plenty of bunk and hay rack space so that some of the younger and more timid critters have the opportunity to get their share of the daily ration.

The goal in all of this is to have all cattle in good condition with a BCS of at least 5 at calving and/or breeding time.

If you have trouble visualizing a body score of 5, think of me – my waist has a slight roll, my cheeks sag a bit and my chin is not as pointed as it used to be. I like to think of myself as a BCS 5, but perhaps I am nudging a 6 or so.

Reduce hay feeding wastage as not all hay racks are created equal and the conventional circles or rings do waste some hay because cows have the opportunity to pull

hay form the bale, step back, drop it on the ground and then stomp on it. I still see a few operations that just set out a big bale without a hay ring of any kind, wasting at least 30 to 40 percent of the hay fed, unless you count some of it for its fertilizer value. There are a number of hay racks on the market that are more efficient in reducing wastes than those old time conventional rings.

Some cowboys use unrollers to feed big bales and they do have their place. Unrolling hay is one way to limit the amount of hay fed per day. The disadvantage of this method is unrolling more that the cattle will “clean up” in 20 or 25 minutes. One study suggested that unrolling was most efficient (in preventing waste) if cattle were fed twice each day and only enough was unrolled so that cattle could consume it in 20 minutes or less.

Unrolling is fine as long as the soil is dry but when snow, mud and ice make their appearance hay wastage increases rapidly and this feeding method becomes one of the more wasteful options. In addition, it requires a truck or a tractor, plus an operator to be out there every day come mud, ice or snow.

The ultimate in feeding without wastage is the tub grinder and mixer. These excel in mixing a rationed amount of hay and supplemental grain, but once again make sure to provide plenty of bunk space so that all cattle get their share of a limited ration.

A 1,250 lb gestating beef cow requires about 24lbs of dry matter (DM) each day to keep her rumen functioning properly and efficiently. From the 24 lbs of DM she needs approximately 14 lbs of total digestible nutrients (TDN) and about one lb of digestible protein to maintain her body weight and daily activities. After she calves her requirements increase dramatically and by the time the calf reaches 3 months of age the cow needs 30 plus lbs of DM, 18 lbs of TDN and her protein needs almost double to 1 3/4 to 2 lbs of DP. These are rules of thumb that are useful when calculating feed rations for beef cows. A growing replacement heifer needs almost as much feed as a mature cow, especially digestible protein.

♦ ♦ ♦

Winter is just around the corner and it is time to winterize the water supply. I once again give thanks for the no-energy freeze proof (almost) waterers below my ponds. No more chopping ice on a zero day for me. Beef cows can ‘take in’ enough water to last for 24 hours, but prefer to drink several times each day. This is especially true for cows nursing calves that need to drink water 2 to 3 times a day.

♦ ♦ ♦

“The third rule of life – Everything you buy today is smaller, more expensive and not as good as it was yesterday.” – Andy Rooney.

♦ ♦ ♦

The breeding season for fall calving herds is underway. Timed AI is now a successful and common procedure that is practiced in many herds. In my own experiences it has been more successful with mature cows than with virgin heifers. My consultant in these matters is Carl Newbrough and he agrees that a timed AI with heifers has lower conception rates than does older cows.

In the early days of timed AI there was some concern that timed AI cows had more embryonic and later pregnancy losses than cows bred on heat detection. However, later studies have found very little, or no differences between the groups. In most of those studies pregnancy losses averaged about 12 percent in both groups of cows.

♦ ♦ ♦

The early bird gets the worm, but the second mouse gets the cheese.

♦ ♦ ♦

The buzz words around cattle circles, both spoken and written center around the winter hay supply that is in short supply

Feeding just enough hay to meet a cow's needs was done almost as a matter of course in the days before the advent of the big round bale. However, limited feeding of large bales

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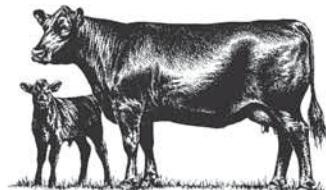
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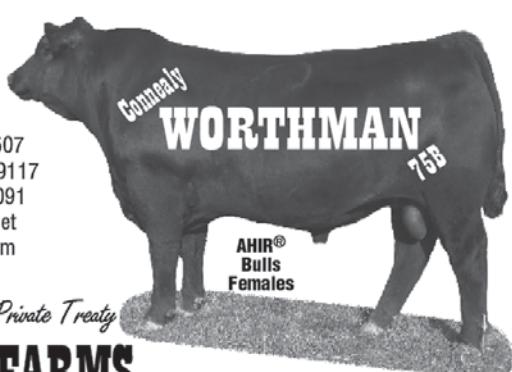
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Hay and Cows

continued from page 24

can be accomplished by reducing the time cattle have access to the hay. This method does increase labor and additional facilities are necessary. A recent Purdue University study found that hay supplies could be stretched by limiting access time to large bales fed in feeders. They gave 1,250 pound cows in the last half of their gestation period access to hay for 4, 8, 12 and 24 hours. All of the cows gain weight during the 90 day trial, but there was a significant amount of hay saved in the 4, 8 and 12 hour groups compared to the 24 hour or control group.

The 4 hour group used 37% less hay than the control group. The 8 hour group used 17% less and the 12 hour group only 4 % less. The conclusions from this experiment suggest substantial hay savings without sacrificing performance can be had by limiting cattle access to hay for only 4 hours each day. When I read this study, I remembered a field trip to the University of Nebraska research center at Ft. Robinson many years ago. A rather droll, weather beaten cowboy, who actually did the work, was given the task to explain the results of the experiment to this bunch of Easterners. Three groups of dry cows were fed their daily hay requirements in three different ways, one group (the control group) were given their hay daily, the second group were fed their daily requirement every other day and the third group were fed the total amount only once per week. The cowboy summarized it very simply – all the cattle did fine, all performed the same, but for the group fed only once per week and as I recall this only amounted to a total of about 120 lbs of hay per cow, he said – and this is a direct quote – “for the group that was fed just once per week you better have damn good fences”.

A great many of us will be supplementing the hay supply with grain this winter, so here is another “Wheaton’s rule of thumb” (I have more rules of thumb than I have actual thumbs) the energy or TDN in one pound of grain will replace about two pounds of hay.



Everyone is ignorant – only on different subjects. – Will Rogers



With the hay shortage on every ones mind I am surprised that the Ag Press hasn’t written something about using anhydrous ammonia injections to increase the feeding value of very low quality roughages such as wheat straw, corn residues, soybean stubble and late cut grass hays. It does wonders to these low quality forages. This procedure has been well researched and successfully utilized by many producers over the years. It is relatively easy to do and requires very little special equipment. The major costs are for the anhydrous and the plastic needed to cover the bales. For details contact the local Extension Office.



In these times of very little if any fall and winter pastures, limited hay supplies much of it of lower than normal quality, high priced grain and supplements and overall expensive inputs on everything from vitamins and minerals to green red, blue and orange iron, the following items are some things to be considered, but there are no easy and cheap fixes for most cowboys this winter:

Cull and sell some cattle to reduce the number of mouths to feed.

Plan for and adopt alternative feeding strategies (as compared to normal) using combinations of purchased concentrates and by-products and existing forages.

Limit feeding of hay.

Minimize hay wastage.

Creep feed nursing calves, especially if hay is of extremely low quality.

Wean fall calves early to take pressure off of the cows, and it is especially helpful to young 2 and 3 year old mothers. It is always cheaper to feed the calves directly than through their dams. A dry cow can survive on some drastically low quality feed, especially for short periods such as 30 to 45 days before green up time. Calves may be weaned as early as 80 days of age without ill effects according to Dennis Herd of Texas A&M. I really prefer not to wean earlier than 120 days and AHIR will accept weaning weights at that age.

Let's hope for a mild warm winter and an early spring in 2012.
God Bless!

HNW

Happy people, happy cattle

continued from page 16

calves. They're helping to feed the world. Ask them for suggestions and input—an outside perspective never hurts and they might be happier if you show that you value their opinions.

Make sure they know that how well they do their job matters—not only for today, but in the long-run bigger picture. Do they realize that the way calves are handled affects performance, both in the feedlot and on the rail?

Many hurdles to happiness for man and beast can be overcome with more communication, more planning. That may not come naturally to every “get your hands dirty” type of manager, but it'll be worth it in the end.

Especially if, by keeping those calves happily gaining and grading, you make life better for them, for your family and for millions of consumers. That's sure to put a smile on momma's face, along with all those others.

Next time in *Black Ink*, we'll consider the common ground in diversity. Meanwhile, if you have questions for us, call toll-free at 877-241-0717 or e-mail mreiman@certifiedangusbeef.com.





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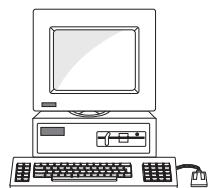
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In an effort to recognize and honor Missouri commercial producers who utilize registered Angus genetics, the Missouri Angus Association has established the Commercial Producer of the Year Award. Missouri Angus Association members are encouraged to nominate their customers who have implemented the use of registered Angus genetics in their commercial breeding program. The award program is designed to honor high quality commercial breeders who are spokesmen for the Angus breed and have used Angus genetics to increase profit in their operations.

The award will be presented during the Missouri Angus Banquet on Saturday, February 25, 2012. Applications can be downloaded from the Missouri Angus website at www.missouriangus.org or requested by mail from the Missouri Angus Association.

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Each application will be evaluated by a committee and scores for each application will be tabulated to determine the award winner.

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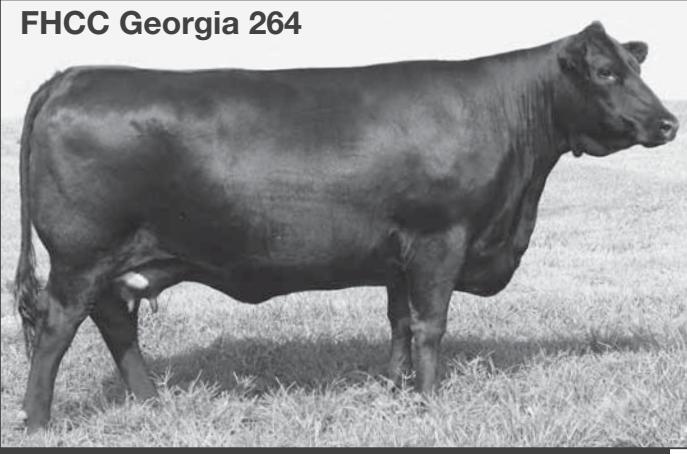
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CED	BW	WW	YW	SC	HP	CEM	MILK
+13	+1.3	+58	+111	.60	+6.5	+12	+28
DOC	CW	MARB	RE	FAT	SW	SB	
+26	+32	+35	.86	+018	+36.18	+65.14	

Owned with Three Trees Ranch, Sharpsburg, GA and 7L Farms, Wiggins, MS. Proven for calving ease and increasing muscle, this \$160,000 top-selling bull of the 2007 sale season is adding value to calf crops from coast to coast. \$25 per unit.



SydGen Mandate 6079 [AMF-CAF-M1F-NHF]

CED	BW	WW	YW	SC	HP	CEM	MILK
+11	+.3	+69	+129	+1.02	+7.6	+9	+34
DOC	CW	MARB	RE	FAT	SW	SB	
+3	+3	+.84	.37	-.023	+35.27	+66.52	

Owned with TK Angus, Gordon, NE. This high-accuracy sire is seeing wide-spread use, and combines calving ease with growth and carcass quality like no other. \$20 per unit.



SydGen Trust 6228 [AMF-CAF-M1F-NHF]

CED	BW	WW	YW	SC	HP	CEM	MILK
+13	-.5	+55	+92	.64	+7.9	+12	+28
DOC	CW	MARB	RE	FAT	SW	SB	
+28	+46	+.85	.89	.015	+35.42	+75.54	

Owned with JMJ Ranch, Hollis, OK. As his proof builds, TRUST continues to gain popularity with his easy fleshing, very complete progeny. Top 1% for DOC, REA and \$B. \$20 per unit.



SydGen Sure Bet [AMF-CAF-M1F-NHF]

CED	BW	WW	YW	SC	HP	CEM	MILK
+4	+3.0	+58	+101	.20	+6.0	+7	+27
DOC	CW	MARB	RE	FAT	SW	SB	
+17	+0	.94	.52	-.056	+28.88	+61.24	

Owned with Basin Angus Ranch, Hobson, MT; Express Angus Ranches, Yukon, OK; and Three Trees Ranch, Sharpsburg, GA. His pedigree is stacked with some of the breed's most proven multi-trait genetics, and his first daughters in production are excellent. \$20 per unit.



SydGen Liberty GA 8627 [AMF-CAF-M1F-NHF]

CED	BW	WW	YW	SC	HP	CEM	MILK
+11	+.9	+66	+116	.53	+8.7	+12	+26
DOC	CW	MARB	RE	FAT	SW	SB	
+19	+31	.63	.64	+0	+33.49	+72.95	

Owned with Wiederstein Pure Angus Farm, Audubon, IA. The top-selling half-interest bull of the 2009 fall sale season, and now a stand-out on the young sire summary with his first calf crop. \$20 per unit.



SydGen Straight Up 8998 [CAF-M1F]

CED	BW	WW	YW	SC	HP	CEM	MILK
+6	+.5	+63	+109	.04	N/A	+8	+39
DOC	CW	MARB	RE	FAT	SW	SB	
+33	+24	.54	.60	-.001	+33.68	+66.42	

Owned with Brockmere Farms Inc., Brookfield, MO. With his first calves just being weaned, this powerful CC&7 son is scoring strong across the board for production and convenience traits. \$20 per unit.

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