

Missouri Angus Producers Attend BLI

Three Angus producers represented the state of Missouri at Beef Leaders Institute.

Missouri Angus producers had the opportunity to attend the American Angus Association's fourth annual Beef Leaders Institute (BLI), June 20-23, 2011.

Thomas Black, Warsaw; Brian Meier, Jackson; and Albert Meyers, Oakville, were among 18 Angus breeders from 12 states.

The four-day educational event is designed to give applicants, ages 25-45, more agriculture and beef awareness, a chance to meet with Association staff and industry representatives while networking with fellow Angus producers.

"BLI was a great opportunity for me to see different facets of the industry I didn't know much about," Black said.

After tours and presentations of the American Angus Association and its entities — Angus Genetics Inc. (AGI), the Angus Foundation, Certified Angus Beef LLC (CAB) and Angus Productions Inc. (API) — the group traveled through eastern Nebraska and western Iowa for several in-depth tours of the beef production process, from feedlots to retail distributors.

Tour stops included, Tyson, beef processing plant, Dakota City, Neb.; Whole Foods Market, grocery store, Omaha, Neb.; Cargill Meat Solutions, deli meat processing plant, Nebraska City, Neb.; Sysco, food distributor, Lincoln, Neb.; and Igenity/GenSeek, genetics lab, Lincoln, Neb.

"The tours will allow me to better communicate with consumers and friends who have been around the cattle industry," Meier said.

2011 Beef Leaders Institute participants include Andrew Maupin, Larkspur, Colo.; Chris Throne, Lexington, Ga; Dan Hanrahan, Winterset, Iowa; Michael Honold, Coon Rapids, Iowa; Chad L.

Daugherty, Cerro Gordo, Ill.; Rob Fanning, Cordova, Ill.; Thomas Black, Warsaw, Mo.; Brian Meier, Jackson, Mo.; Albert Meyers, Oakville, Mo.; Justin Lund, Grass Range, Mont.; Cory Poser, Denton, Mont.; Dru Uden, Franklin, Neb.; Brien Dodson, Okemah, Okla.; Cody Edgar, Rockham, S.D.; Dustin Hurlbut, Clark, S.D.; Joseph McKellar, Mount Pleasant, Texas; Charles "Jason" Pratt, Atkins, Va.; Katy Kemp, Sun Prairie, Wis.



Left to right: Albert Meyers, Oakville; Thomas Black, Warsaw; and Brian Meier, Jackson.

For more information about the American Angus Association or the Beef Leaders Institute, visit www.angus.org or call 816-383-5100. 🐾

***Certified Angus Beef®* brand posts record June**

WOOSTER, Ohio – July 22, 2011 – Although beef prices have been relatively high this spring and summer, many consumers and chefs are continuing to look for high-quality cuts. The *Certified Angus Beef®* brand sold 70 million pounds in June, the highest volume month in the company's 33-year history, 4.3% above the previous June and some 10 million pounds better than June 2009. This milestone, with three months to go, moves the company one step closer to a sixth consecutive fiscal year of sales gains.

"The real reason for this record goes beyond sales to the dedication of our licensed partners," says John Stika, company president. "They have committed to putting product in front of consumers even with high-priced beef, which further drives home the importance of quality in the price/value relationship. With strong cattle prices at the same time, pull-through demand is creating success at all levels."

The share of Angus-influenced cattle qualifying for the brand in June was 24.8%, nearly 4 percentage points higher than summer 2009. Sales gains came from foodservice, which has experienced significant recovery the past 12 to 18 months despite higher cattle and beef prices. Retail continues to carry the bulk of brand sales, with seasonally strong summer demand in full swing. The international division is setting a hot pace in rate of growth with a 17% increase over 2010 for the fiscal year to date.

Founded in 1978 by Angus producers, this is the only brand owned by the American Angus Association® and its more than 30,000 rancher members. The *Certified Angus Beef®* brand has 10 strict quality standards that make it a cut above USDA Prime, Choice and Select. Only the best Angus beef achieves the brand's premium name. For more information, visit www.certifiedangus-beef.com, or look for the brand on Facebook and Twitter. 🐾