

Greetings from Northeast Missouri! This past week the temperatures have reminded us fall is indeed here and winter is not far away. Time certainly is passing quickly and Louisville is just around the corner. There are many auxiliary activities during this time that you are welcome to get involved with. If you are planning to attend please let me know and I will send you the auxiliary schedule. Additionally, Paige's duration as American Angus Queen is almost complete and she has done an outstanding job representing the Association. I know she has had many wonderful opportunities and new doors have opened for her this past year. Paige, we are proud of you!

I want to recognize our Royalty for the outstanding job they are

doing. They are halfway through their reign and representing Missouri Angus Association exceptionally well! If you know of anyone interested in running for Royalty next and want to learn more about their responsibilities and experiences as Missouri Angus Royalty, I am positive that Kathryn, Reba, and Chase would enjoy sharing this information with you.

At Missouri's annual meeting in February, the auxiliary selects a new secretary. If you are interested in becoming an auxiliary officer, please email me at scoon@atsu.edu or let any of the officer team know you are interested. It is a great opportunity to serve our association and meet people. 🐾



DNA test for gain, grade available soon

Value-based tool will help commercial producers better select, manage Angus cattle

By Steve Suther, Industry Information Director

A new DNA test for marbling and post-weaning growth will soon help cattle producers better hit the high-quality beef target. The tool, set to debut in early 2012, will be made available under a development agreement between Angus Genetics Inc. (AGI) and Pfizer Animal Genetics, the companies announced.

Exclusive marketing rights are reserved for Certified Angus Beef LLC (CAB), in line with the company's continuing effort to increase the supply of cattle for the brand. AGI and CAB are subsidiaries of the American Angus Association.

The test is being designed for use on high-percentage, commercial Angus cattle sired by registered bulls, according to AGI President Bill Bowman. "It should provide a valuable tool to increase the precision of selection decisions at the ranch, as well as differentiating value for the feedlot," he said.

Test results will take the form of an index, which is being finalized this fall, said Mark McCully, CAB assistant vice president for supply.

"There have been lots of advancements in the purebred cattle industry utilizing DNA for selection," Bowman said. "But this will

be the first test at a price point that is economically feasible for commercial cattlemen. The American Angus Association, its subsidiaries and Pfizer Animal Genetics are excited to partner on bringing this technology to market for the users of Angus genetics."

Scott Bormann, business director, Pfizer Animal Genetics, says the development of this product is another example of the strategic partnership between the companies.

"We appreciate the American Angus Association and its affiliates continuing to foster innovation in the field of genetic evaluation," Bormann said. "The forward-thinking collaboration should result in a DNA test that helps continue to advance genomic use and application, the Angus breed, as well as meet consumer demand for high-quality beef."

McCully noted what are expected to be popular uses for the tool. "This is going to allow for more accurate replacement heifer selection and targeted management in feeding Angus cattle," he said. "With demand for high-quality beef at an all-time high, commercial cattlemen will soon gain a greater ability to identify those cattle most able to access premiums in that marketplace." 🐾

Fiscal Year 2011 Brings Profits to Angus Producers

Angus producers experienced economic growth in fiscal year (FY) 2011 despite a volatile agriculture industry.

"The Angus breed has the ability to efficiently produce high-quality beef and to consistently garner more value at sale time," says Bryce Schumann, American Angus Association® chief executive officer (CEO). "This makes Angus the breed of choice for cattlemen across the United States."

Bull sale averages increased nearly 26.6% above last year, and overall sale averages increased 20.8%.

Angus members registered 294,975 animals in FY 2011, which ended Sept. 30. Embryo transfers accounted for 10.3% of registrations, and more than 51% of calves were a result of artificial insemination (A.I). Of total registrations, more than 96,000, or 32.7%, were stored electronically in 2011.

Certified Angus Beef LLC (CAB) achieved its fifth consecutive sales record in 2011, totaling 807 million pounds — an increase of almost 4% over 2010's previous record 777 million pounds. In fact, demand for the *Certified Angus Beef*® brand has risen 56% since 2002, according to Kansas State University research.

All CAB sectors, including food service and retail, saw increases. Two divisions set records, with international selling 90 million pounds for a 13% increase, and value-added products with a 12.5% increase to 18.5 million pounds.

Approximately 14.8 million head, 63% of U.S. finished cattle, were identified for evaluation. That was down slightly along with overall cattle supplies, but those certified for the Association-owned brand were slightly higher than last year's 3.5 million head. The overall increase in available supply for the record sales is partly due to

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