

ASSOCIATION HIGHLIGHTS

Compiled by Julie Mais, editor

AGI new testing bundle

Angus Genetics, Inc. (AGI) will now offer genetic condition bundle testing options for members at an affordable price. Members will be able to test individual animals for the entire suite of genetic conditions monitored by the American Angus Association as well as coat color for a low-cost price.

For \$45, members can receive the suite of genetic condition tests including AM, NH, CA, OS, DD, OH, M1, and D2 along with coat color. If testing alongside an Angus GS or HD 50K™ for Angus, members can receive the full suite of genetic conditions along with coat color for an additional \$18; that is a total of \$55 for a genomic profile test plus genetic conditions results. Members choosing to only test for certain conditions will continue to pay the posted stand-alone or add-on price as represented on www.angus.org/AGI/SeedStockOptions.aspx.

Updated Foot Score Research EPDs Released

AGI and the Association have released the updated foot score research expected progeny differences (EPDs) in light of continued data collection. To find the latest research EPDs for foot angle and claw set on artificial insemination (AI) sires with a 0.40 accuracy or above for both traits, visit www.angus.org/Nce/Definitions.aspx.

National Cattle Evaluation

Updates to online EPDs and \$Values were released Dec. 7, 2018, and included updated percentile tables, breed averages and revised

Main and Supplement sire listings. Visit www.angus.org/nce/ for more information.

NWSS Angus Bull Sale

The 2019 National Western Angus Bull Sale will be Wednesday, Jan. 16, 2019, 5:30 p.m. at the National Western Stock Show (NWSS) in Denver. The Sale Bull Show will take place at 12 p.m. in the Stadium Arena, where a three-person judging committee will place the bulls to assist in making a sale order. Judges for the event will be Lake Elliott, Adams, Tenn.; Joe Fisher, Sacramento, Calif.; and Landi McFarland-Livingston, Ellston, Iowa.

All consignments will have Angus Herd Improvement Records (AHIR®) performance information and a complete set of genomically enhanced expected progeny differences (GE-EPDs). All bulls selling must rank in the top 50% of the breed for non-parent bulls for at least five of the 10 EPDs and \$Value indexes that include calving ease direct (CED), birth weight (BW), weaning weight (WW), yearling weight (YW), maternal milk (Milk), scrotal circumference (SC), dollar weaning (\$W), ribeye area (RE), marbling (Marb) and dollar beef (\$B).

All bulls born before Jan. 1, 2018, must have passed a complete breeding soundness examination (sometimes referred to as a BSE), both physical and semen, within 30 days of the sale.

Other sale features include the 2019 Angus Foundation Heifer Package headlined by KR Queen 8213 donated by Krebs Ranch of Gordon, Neb.; and five elite confirmed heifer

pregnancies donated by Blackstone Cattle Company, Mineral Point, Wis.; Deer Valley Farm, Fayetteville, Tenn.; Musgrave Angus, Griggsville, Ill.; Riverbend Ranch, Idaho Falls, Idaho; and Top Line Farm, Tremont, Ill., to raise charitable unrestricted funds for education, youth and research to advance the Angus breed.

For more information about the sale, contact David Gazda, sale manager, at 706-296-7846 or view the sale book at www.angusjournal.com/salebooks/nationalwestern011619api/.

Japanese website launched

You have to stretch beyond American English to sell beef in 50 countries. Three decades after its first sale in Japan, the Certified Angus Beef® (CAB®) brand created a website in 2018 to fully engage Japanese consumers and licensees.

“We’ve translated point-of-sale materials in Korean, Mandarin, Spanish, Arabic and Japanese for some time, but wanted to take this a step further,” says Gebran Charbine, international marketing director for the brand.

That meant getting inside Japanese culture. It helped to have a long history of marketing to those consumers, who want to know all about how and where their food is produced, Charbine says. It also helped to have fulltime staff in Japan, and to develop the website through Tokyo-based advertising giant Dentsu, all working closely with the brand’s Ohio-based digital marketing and web teams.

Sales to Japan ranked second only to Canada last year, accounting for

19% of international business, those 39 million pounds (lb.) sold before this unique interface was available.

The website, unveiled at the CAB annual conference in Hawaii in September, serves as a liaison between American and Japanese cultures, telling cattle stories from ranch country to feedyards and distribution in everyday terms that resonate with Japanese consumers and partners, Charbine explains.

Beyond building that cultural bridge, the website features recipes developed in Japan with plated presentations that represent local culinary traditions and typical cuisine for the country. It gives consumers ideas on how to incorporate the tender, juicy flavor of CAB into their everyday meals.

The resource, which took six months to create, contains seven pages of unique content for Japanese consumers and customers — including where to buy — while also aligning with corporate branding. Take a look at the website at www.certifiedangusbeef.jp.

Apply for 2019 BLI

Applications for the 12th annual Beef Leaders Institute (BLI), June 17-21, 2019, are now being accepted.

Sponsored by Certified Angus Beef LLC (CAB) and the Angus Foundation, BLI is designed for American Angus Association members, 25-45 years old, as a way to provide insight to all segments of the beef industry. Attendees will be stronger, more effective leaders for the Angus breed and beef industry, now and in the future.

The Association will provide transportation lodging, meals and materials during BLI. Attendees will be responsible for round-trip transportation from their home and the beginning and ending points.

BLI is limited to 20 attendees each year. Applications are available online

at www.angus.org/event/BLIEntryForm.aspx or by contacting Caitlyn Brandt in the Events and Education Department at cbrandt@angus.org. The deadline to apply is Feb. 15.

For more information, contact the Events & Education Department at 816-383-5100 or Caitlyn Brandt, Events Coordinator at cbrandt@angus.org.

View convention coverage

Angus Media and the communications team were on hand to cover the Angus Convention Nov. 3-5 in Columbus, Ohio. From the tour hosted Friday to the Annual Convention of Delegates convened Monday morning, Angus Media captured the highlights to share with those who couldn't attend — or who attended, but couldn't get to every session they wanted.

Highlights will be published in future editions of the *Angus Journal* and the *Angus Beef Bulletin* and on upcoming episodes of The Angus Report. For more news from the convention, visit the convention newsroom at www.angus.org/Media/News/AngusConvention.aspx.

Member Services updates

The American Angus Association Board of Directors approved for staff to create an option for members to have hard copy transferred certificates mailed directly to the buyer for \$3 per transferred certificate. This option will now be available for all to utilize starting with the current fall sale season. The \$3 fee began on Oct. 1.

The Board of Directors approved to adopt and utilize a best practices statement (see below) and to increase the DNA parentage correction fee to \$5 beginning Jan. 1, 2019.

Parentage best practices

When submitting calves with unknown parentage, or if you use

At a glance

JANUARY 2019

- 1 *I Am Angus: Art of Greatness* airing on RFD-TV
- 11 YCC Sponsorship application deadline
- 16 NWSS Angus Bull Sale
- 16-19 NWSS Angus events
- 30 - Cattle Industry Convention & Feb. 1 NCBA Trade Show

multi-sire pastures, it is highly recommended to test the calf for parentage prior to registering.

At the time the DNA sample on the calf is submitted for parentage testing, the calf will be assigned a temporary number (BIR Number). Then provide all possible sires by creating a sire group.

This will allow the DNA to direct the system to the correct sire. Allow us to make the correction on the calf's weight data file, and then you can submit the registration application and register the calf correctly. This procedure will ultimately save you time and a lot of extra effort.

To create a sire group, go to Member Login/My Herd/Animal Groups/Create Sire Group. In the "Sire Group Identifier" box, type in the name for your sire group. An example would be 2018 sires, North Pasture, etc. Click on "Add New Sire" and type in the registration numbers for your sires. Click on "Save" when finished. If you need to add additional sires, you can do that by clicking on "Add Additional Sires."

Custom cattle tags

Cattle producers looking for affordable ways to identify their herd can visit www.customcattletags.com, a service provided by the American Angus Association. Custom Cattle

Continued on page 120

CURRENT ASSOCIATION FEES

Following are the correct fees for various American Angus Association services. Be sure to send the correct amount of money with the work being requested, as incorrect payments are the main cause of delays.

REGISTRATIONS

Applications for animals less than 4 months of age	\$7
Applications for animals 4-10 months of age	\$9
Applications for animals 10-12 months of age	\$14
Applications for animals more than 12 months of age	\$27

TRANSFERS

Applications received less than 30 days from sale date	\$5
Applications received 30-60 days from sale date.....	\$7
Applications received more than 60 days from sale date	\$12

MISCELLANEOUS

Angus Herd Improvement Records (AHIR) fee (per first weight submitted)	\$3
Artificial insemination (AI) service certificate.....	\$10
Regular annual membership	\$80
Regular annual membership with Angus Journal subscription.....	\$130
Lifetime membership (optional to pay in three \$500/year installments).....	\$1,500
Junior annual membership (less than 21 years of age).....	\$20
Embryo-transfer (ET) calf..... regular registration fee plus \$10	
Cell-clone transplant calf..... regular registration fee plus \$50	

Rules of the American Angus Association are included in the Breeder's Reference Guide. Free copies are available from the Association. An online version is available through the "Rules and Forms" link at www.angus.org.

BREEDER'S REFERENCE

Symbols are used with a registration number to denote important information about an animal.

SYMBOL MEANING

#	Pathfinder cow or Pathfinder sire
+	Embryo transfer calf
^	Cell clone
%	Split-ET
@	Clone-ET
*	Parentage qualified to both parents and the mating

The American Angus Association currently recognizes the following genetic conditions:

CODE MEANING

AM	Arthrogryposis multiplex
CA	Contractural arachnodactyly
D2	PRKG2 gene mutation for dwarfism
DD	Developmental duplication
DM	Double muscling
DW	Dwarfism
HG	Horn gene
HI	Heterochromia irides
M1	nt821 mutation for double muscling
NH	Neuropathic hydrocephalus
OH	Oculocutaneous hypopigmentation
OS	Osteopetrosis
RD	Red gene
SN	Syndactyly
WT	Wild type color gene

The following single-letter descriptors appearing after a genetic condition code shall have the following meaning:

- P - refers to a "potential" carrier based on an ancestor known to carry that specific mutation.
- F - refers to an animal tested for one or more genetic conditions and determined to be "free" of that specific mutation.
- C - refers to an animal tested for one or more genetic conditions and determined to be a "carrier" of that specific mutation.
- A - refers to an animal tested for one or more genetic conditions and determined to be a carrier of two copies of that specific mutation. It may or may not exhibit the phenotype associated with that genetic condition.

The following letter designations describe cases in which there is more than one genetic condition present:

- XF - Free of more than one genetic condition.
- XC - Carrier of more than one genetic condition.
- XA - Affected of more than one genetic condition.
- RTF - Recessive trait free (produced 35 or more calves from daughters without a genetic defect).

Tags provides high-quality, low-cost, customized ear tags, Tissue Sampling Units (TSUs), sale tags and 840 RFID tags for cattle producers across the United States.

Black Books available

Members, get your two free 2019 Angus Black Books. The pocket-sized books include a calendar as well as space to keep management records on your cow herd. Orders of more than two are available for \$3.25 each. Each book is customized with the Association's logo and contact information on the back cover.

To order, contact the Association at 816-383-5100 or email blackbooks@angus.org.

CAB Colvin Scholarships

Students already helping lead the beef community could win a share of \$33,500 by applying online for the *Certified Angus Beef*® (CAB®) brand's Colvin Scholarship.

The program honors Louis M. "Mick" Colvin, CAB co-founder and executive director for its first 22 years, for his vision and tireless efforts in support of the brand becoming a reality.

Five juniors or seniors already making a positive impact will be awarded \$7,500, \$6,500, \$5,000, \$4,000 or \$3,000 next spring. Applications, due by Jan. 18, 2019, include two letters of recommendation and two essays.

To apply, visit the brand's "Careers" webpage at www.certifiedangusbeef.com/recruiting/ and click on the link in the "Scholarship and Seminar Opportunities" section.

A graduate-level scholarship for \$7,500 is available to those pursuing applied or basic research and a degree related to high-quality beef production. To apply, graduates should submit a report outlining details of their research.

