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Bible Thought: If the years are many you shall increase the price, and if the years are few you shall diminish the price, for it is the number of crops he is selling to you.

Leviticus 25:16

EDITORIAL

1979 Should Be A Great Year For Angus Breeders

All indicators point to a great new year for Angus breeders. Sales this fall and winter have been the best in years — a few showing an increase of \$1,000 per head. Since the registered market usually lags behind the commercial market, prices for registered Angus should be substantially higher during the next twelve months.

Although numbers of cattle on feed are currently about 14 per cent higher than a year earlier, economists look for cattle slaughter in 1979 to be down seven per cent. The big drop in non-fed cattle will more than offset some increase in fed slaughter. Most of the decrease will come later in the year. Beef prices should average about 10 per cent higher throughout the year.

A number of sources predict a slow build-up in numbers. This is partially because of government action, or threats of government action, and partly because of pressure from lenders for payoff on liquidation period debt. The total cow herd should be the smallest since the 1960's. All these things reflect cause for optimism in the years ahead.

Some other positive factors for purebred Angus breeders include strong leadership in the American Angus Association. Officers, directors, and staff have shown by recent actions that they intend to move the breed forward. Calves sired by non-owned bulls that have been reported to carry specific genetic defects, or that have non-traditional blood, or are carriers of non-traditional blood, will not be eligible for registration after January 31, 1979. The four specific genetic defects to which the rule applies are: dwarfism, osteopetrosis, syndactyly and double muscling. The blood typing provision applies to both bulls with non-traditional blood and to bulls that are designated by Ohio State University blood typing laboratory as "carriers" of non-traditional blood factors.

This action, of course, hurts a few individuals at this time. But it will keep the carriers from hurting many in the years ahead. One of the primary functions of the American Angus Association is to keep the breed pure. This is a bold and progressive rule by the Board which will benefit the breed in the future.

The "Certified Angus Beef Program", launched October 18 in Columbus, Ohio, will, no doubt, be expanded. Consumers will be able to buy Angus beef, certified to meet rigid quality standards. They will like it and be glad to pay a premium for it. We have known for years that quality Angus beef was worth more, but we didn't have the vehicle to identify and market it to the consuming public. As the program expands both purebred and commercial producers will be rewarded for making available a superior product.

Then too, the American Angus Association officers and Board of Directors have signed an agreement to buy the Aberdeen-Angus Journal starting with the July 1979 edition. Announced plans are to increase the circulation to at least 30,000 so that all active members of the American Angus Association will receive a copy of the Journal every month. The American Hereford Association, the American Polled Hereford Association, the American Shorthorn Association and other breed registry associations all own their breed publications today. Officers of these breed associations say the ownership has benefited their breed. This acquisition should help keep Angus the number one beef breed in the future.

We must add, however, that the staff and present owners of the Aberdeen-Angus Journal has done yeoman work for the breed these many years. They have devoted full time resources to the promotion of the breed through thick and thin. Of course, they will continue to do so through the June Herd Reference Edition. 