



Innovation on Display

Innovative products, new technologies spotlighted in Trade Show at Convention.

by Kindra Gordon, field editor, and Shelby Mettlen, former assistant editor

A steady stream of boots and cowboy hats poured into the exhibit hall at the Fort Worth Convention Center at noon Nov. 4 as Angus Convention attendees made their way from the International Genomics Symposium to the grand opening of the Convention's trade show.

About 2,500 attendees had the opportunity to visit with 160 vendors at this year's Trade Show. Up 20% from last year, a record number of

exhibitors and attendees registered for this year's Angus Convention in Fort Worth, Texas, proving Fort Worth draws a crowd.

Registrants who signed up between 7:00 and 7:30 the first morning earned an additional chance to win one of two grand prizes: a complete Priefert and Tru-Test cattle handling system and a custom Angus Caterpillar 289D Compact Track Loader. The drawing for the grand prizes — worth more than \$100,000

— concluded the Trade Show on Sunday (see "Granddaddy of a Giveaway" on page 152 of the January 2018 *Angus Journal*).

With 160 vendors displaying products and services in the Trade Show, producers had plenty to explore — from animal health and genetics companies to products related to nutrition, fencing, waterers, ear tags and much more. The following products were among the highlights.

Fault Finder Remote

From Stafix, an electrical fencing company that is part of the Tru-Test Group, a product popular with producers is the Fault Finder Remote. The handheld device, which is compatible with Stafix energizers, quickly and easily locates shorts along the fenceline. The remote displays the current, voltage and



Fault Finder Remote from Stafix

an arrow toward the direction of a detected short. One remote can work with multiple Stafix energizer units. For more information visit www.stafix.com.

Head-control unit

The manual head-control unit from Pearson Livestock Equipment

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The manual head-control unit from Pearson Livestock Equipment

can be bolted to any Pearson chute and is designed to better stabilize an animal's head to make ear-tagging, tattooing or mousing an animal safer. The unit includes a hydraulic safety lock to prevent the bar from lifting up and hurting the operator. Pearson offers a full line of manual and hydraulic cattle handling equipment, including the xForce Manual Hydraulic head-control units that offer use of hydraulics with no need for electricity. For more information visit www.pearsonlivestockeq.com.

Doctoring assistant

Available from Ritchey Livestock

ID comes a new product called the HookDoctor. The dual-purpose tool features a large hook at one end and a small hook at the other end. The large hook can be used to assist in safely and humanely controlling an animal's head by placing the hook under the neck and into the cheek.

Securing the animal's head while in a chute may be necessary for tagging, reading tattoos or Bang's clips, or administering



GrowSafe debuts new technology

Become 5% better in three areas of your business. Canada-based GrowSafe Systems Ltd. displayed a new technology system at its booth that measures individual animal data at the water trough.

Similar to the popular GrowSafe feed-intake system, the water-intake system is designed to collect individual data on an animal's water consumption each time it visits the trough. To collect the data, cattle must be tagged with an ISO-approved RFID ear tag.

Here's how it works: When an animal visits the trough, partial body weight and individual animal water intake are measured and monitored. This is a non-invasive measurement causing no stress to the animal. Millions of data points are analyzed and processed through predictive "thinking" algorithms to optimize efficiency, animal well-being and optimal marketing. Because conversion from partial to

full body weight is correlated, the data collected can be used to track animal weights, as well as monitor frequency and amount of water intake.

The individual animal information collected can be delivered through easy-to-use web-based tools providing insight for immediate action and enhanced decision-making. Reports can be generated indicating current individual animal daily body weight and gain and health status based on water intake and behavior. Performance outliers and animals requiring treatment can also be identified.

When an animal is targeted for optimal

market weight or a well-being/health concern based on the data collected, the GrowSafe technology has the ability to virtually and physically mark (spray paint) the animal at its next visit to the drinking trough to aid management decisions.

For more

information, visit www.growsafe.com/.

— by Kindra Gordon



oral medication such as boluses. The large hook is also ideal for mouthing cows. While a cow is in the chute, the large hook can be slid in between the lower jaw and cheek, prompting the cow to naturally open her mouth because of the pressure on her cheek. The small hook works well for catching calves by the leg (right above the ankle) for tagging or when medication or other doctoring may need to be administered. Learn more at ritcheytags.com/product/hook-doctor/.

Software

CattleMax recordkeeping software offers a complete cloud-based system for tracking production, performance, health and financial records in both registered and commercial herds. CattleMax boasts a quick access dashboard and the ability to update records in groups, as well as creating reports by groups. Users have opportunities to input health treatments, breeding and pregnancy status, purchases



CattleMax recordkeeping software

and sales, animal inventories and pasture movements, to name a few. Additionally, the software has an Angus interface, allowing registered breeders to electronically register calves. Customer support for users is free. For more information visit CattleMax.com.

Calf gut health

Just in time for the 2018 calving season, a new ProBiotein® Calf Paste is being introduced by SweetPro, a North Dakota-based company offering premium feed supplements.

The calf paste includes a

proprietary blend of natural products, including yeast culture, digestive enzymes, omega-3s from flax and protein isolates, and four prebiotic oligosaccharides, all of which are designed to nourish beneficial gut microflora and reduce scours risk.

The paste, which comes in a 60-gram (g) tube, can be administered to calves at birth and is suggested to be administered again after periods of stress. Dosage is for 15 g administered orally on the back of the tongue.

For newborn calves, SweetPro also offers Bio-Active First Milk, a colostrum replacement and supplement product fortified with vitamins, minerals, lactoferrin and a high dose of energy. It includes natural and added antibodies, as well as the same ProBiotein proprietary blend included in the calf paste.

For growing and mature cattle, SweetPro offers an entire line of lick blocks. The products are made with fermented distillers' feeds instead of molasses. Distillers' feeders are

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higher in protein and fat than molasses and have no sugar content to negatively affect rumen pH. For more information about all of these products, visit www.sweetpro.com.

Interestingly, the same proprietary ProBiotin blend of four prebiotic fibers, digestive enzymes, beta-glucans and omega-3 fatty acids are also available as a powder or in a digestive health bar for humans.



The MicroBiome Bar is billed as a “multi-prebiotic” fiber source. Learn more at www.probiotein.com.

With many spots already reserved for this year’s event, the fourth

annual Angus Convention won’t disappoint. This fall’s convention will be in Columbus, Ohio, Nov. 3-5. **AJ**

Editor’s Note: This article was written under contract for or by staff of the Angus Journal as part of Angus Media’s coverage of the 2017 Angus Convention in Fort Worth, Texas, Nov. 4-6. Kindra Gordon is a freelance writer and cattlemaster from Whitewood, S.D. For complete coverage of the event, visit www.angus.org/Media/News/AngusConvention.aspx.

Boots, barns and beef in the CAB booth

Upon stepping into the 2017 Angus Convention and Trade Show, the *Certified Angus Beef*® (CAB®) brand booth was easy to find. All anyone had to do was follow their nose.

Irresistible samples are always the CAB highlight at the show, and Executive Chef Peter Rosenberg did not disappoint. His cooking demonstrations included tips on how to perfect meatloaf, craft beef shortribs, the different types of Texas barbecue and the best way to grill a steak. Once he finished teaching, attendees enjoyed tasty samples.

“This is one of my favorite events of the year,” he said. “I enjoy the chance to interact with the people who raise the product I work with every day, and often learn just as much from the ranchers as they do from me.”

Their palates satisfied, visitors could also find relief for tired feet among the chairs, but in a more lasting way with new boots. Cattlemen kicked off their shoes to get fitted for custom, special-edition Anderson Bean boots that featured the CAB logo.

A special only available at the Angus Convention Trade Show, the brand’s partnership with Anderson Bean offered the unique boots at a significant discount to retail with all proceeds going to a good cause. Those benefited the Colvin

Scholarship, an annual award that supports the education of future leaders in agriculture and honors the brand’s founding executive director, Louis M. “Mick” Colvin.

Visitors couldn’t move on to the next booth without plenty of information on how to supply the brand, or before learning about a new initiative to help seedstock producers market their bulls that meet standards for CAB best practices. Use of the “Targeting the Brand” logo to help commercial customers identify bulls that meet those standards can earn rewards in the form of CAB apparel and gifts.

The booth also kicked off celebrations for CAB’s 40th anniversary. Over the course of the next year, the brand logo

will be painted on 40 barns across the country in a barn-painting campaign, creating opportunities to connect consumers, partners and Angus ranchers. Breeders were

invited to nominate their barns at www.certifiedangusbeef.com/brandthebarn to have their barn be one of the 40 painted by barn artist Scott Hagan during the campaign.

— by Nicole Lane Erceg, Certified Angus Beef LLC

