

Discovering End-product Value with the VDP

Angus producers are learning more about retained ownership, feeding and marketing through the Certified Angus Beef™ Value Discovery Program.

The Value Discovery Program (VDP) began 1997 with an increase in participation and enthusiasm. A total of 642 head of cattle have been consigned by 78 producers from 28 states. These totals reflect a 28 percent increase in the number of head and 16 percent in the number of participants.

Furthermore, with the addition of two VDP feedyards this year, more producers in outlying regions were able to enroll cattle for testing.

In early December, all cattle arrived at participating feedyards on time and in good shape. The test feedyards are T-Bone Feeders, Goodland, Kan.; Manken Cattle Co., Salisbury, Mo.; and France Inc., Gooding, Idaho.

Certified Angus Beef (CAB) Program supply development staff were on hand at the Kansas feedlot for initial processing and have planned periodic visits at all the

feedlots throughout the test period to ensure cattle are progressing as anticipated.

The Value Discovery Program, created in 1991, retains its original concept of providing an educational service that can be transformed into a management tool. On an individual basis, participants will receive monthly reports on cattle performance at the feedyard and final carcass and grading data.

An educational tool for youth

For the third year, a highlight of the Value Discovery Program is the junior competition. This segment allows National Junior Angus Association (NJAA) members to obtain information on their cattle that can be useful in helping them make management decisions for their herds.

This year the NJAA division has one state entry and 19 individual participants, totaling 25 entries and 107 head. Along with

a few new participants, this feedlot and carcass contest is seeing repeat entries from former participants, including previous winners.

The contest format is an additional incentive for the NJAA division to garner more participants. In July awards will be presented at the 1997 National Junior Angus Show in Perry, Ga. Also, junior members will earn points toward their Bronze, Silver and Gold Pin awards through active participation.

One focus of the junior division is to provide a look at real world situations in feeding and marketing cattle. In addition, the participants may obtain a better understanding of value-based marketing, grids and performance traits. CAB Program staff will also be available to answer questions at any stage of the contest and interpret returned data. As for the results, they may offer insight into the direction some programs need to go for genetic improvement.

“The junior participants should be commended for their efforts in trying to obtain information for greater herd improvement,” says Lynne CAB Program supply development assistant. “The junior members are on the cutting edge in their use of available management tools.”

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ANGUS STAMP IDENTATION PHOTO

1997 VALUE DISCOVERY PROGRAM PARTICIPANTS

■ France Inc. Feedlot

State	Participant	City
Idaho	Rodney Dalling	St. Anthony
	Lyle Fuller	Twin Falls
	Curtis Gay	Jerome
	James E. Kast	King Hill
	Judi Kirkpatrick	Gooding
	Mike Patton	Gooding
Rob Struthers	Bellevue	
Oregon	Lynn Pope	Merrill
	Larry Wogman	Bend
Utah	John Cornia	Randolph

■ T-Bone Feeders cont.

State	Participant	City
Louisiana	Russell Kleinpeter	St. Francisville
Missouri	Richard Coates	Augusta
	Tom Gephardt	Augusta
	David Wilt	Shelbina
McVae Wilt	Shelbina	
Montana	George Frank	Big Timber
	Don Nixon	Alzada
	Bill Rask	Scobey
	Clint Rech	Roundup
Nebraska	Roscoe & Katrina Haase	Valentine
	Gary Hoffman	Lebanon
	Eldon Krebs	Gordon
	Lowell Minert	Dunning
	Rodney Robison	Pawnee City
	Gerald Titus	Springview
Oklahoma	Jim Davis	Foss
South Dakota	Norman Foss	Nisland
	Gilbert Mohrhauser	Hartford
Texas	Michael Klein	Austin
	Alan Vencil	Damon
	Marjorie May Russell	Menard
Wyoming	Jim Perino	Newcastle

■ Manken Cattle Co. Feedlot

State	Participant	City
Alabama	Bob Adams	Union Springs
Arkansas	Brent Fry	Berryville
	James Roberts	Green Forest
Illinois	Bill & Steve Florschuetz	Sublette
	Gary & Barbara Samsel	Oregon
Kansas	Steve Smith	Hiawatha
Kentucky	Willis Bottorff	Buckner
	Jere L. Cannon	Flemingsburg
Missouri	Stanley Anderson	Springfield
	Darvin Bentlage	Golden City
	Fred Blades	Holliday
	Dale Dunseth	Half Way
	Steve Krueger	Kahoka
	Don Laughlin	Gulford
	William & Charlotte McDowell	Vandalia
	Roy Mitschele	Stoutland
	Larry Robuck	Cairo
	David Wilt	Shelbina
McVae Wilt	Shelbina	

■ Junior Division at T-Bone Feeders

State	Participant	City
Indiana	Michael Lueken	Ferdinand
	Jessie Lueken	Ferdinand
Kansas	Ben Janssen	Ellsworth
	Elizabeth Janssen	Ellsworth
	Emily McCurry	Burrton
	John McCurry	Burrton
	Brandon New	Leavenworth
	Mark Perrier	Eureka
	Michele Perrier	Eureka
	Brandon Rinkes	Hoyt
	Justin Rinkes	Hoyt
Natalie Thomas	Riley	
Nebraska	Kami Krebs	Gordon
	Jessica Sawyer	Bassett
South Dakota	Adam Mohrhauser	Hartford
	Nathan Mohrhauser	Hartford
Texas	Ashley Grote	Forney
	Shannon Grote	Bryan
	Sheena Grote	Forney

Texas State Entry — Bryan