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."

CONTINUED ON NEXT PAGE



1997 VALUE DISCOVERY PROGRAM PARTICIPANTS

State	Participant	City	State	Participant		City
						· · ·
Idaho	Rodney Dalling Lyle Fuller	St. Anthony Twin Falls	Louisiana	Russell Kleinpeter		St. Francisvill
	Curtis Gay	Jerome	Missouri	Richard Coates		Augusta
	James E. Kast	King Hill		Tom Gephardt		Augusta
	Judi Kirkpatrick	Gooding		David Wilt		Shelbina
	Mike Patton	Gooding		McVae Wilt		Shelbina
	Rob Struthers	Bellevue				
regon	Lynn Pope	Merrill	Montana	George Frank		Big Timber
	Larry Wogman	Bend	morrenne	Don Nixon		Alzada
	Early wogman	Denu		Bill Rask		
Utah	John County	Beedeleb				Scobey
	John Cornia	Randolph		Clint Rech		Roundup
		in the second se	Nebraska	Roscoe & Katrina Haase	e	Valentine
	and the second se		incomments	Gary Hoffman		Lebanon
Manken Cattle Co. Feedlot			Contraction of the	Eldon Krebs	12 A.	Gordon
	Allower and Allower and Allower	and a state of the second second second	and the second	Lowell Minert		Dunning
State	Participant	City	Contract of the	Rodney Robison	8	Pawnee City
Alabama	Bob Adams	Union Springs		Gerald Titus	Contractory Contractory	Springview
auaina	Dur Hudins : 1 (unon aprings	alere.	deraw mus	The street of	Shringwew
Arkansas	Brent Fry	Berryville	Oklahoma	Jim Davis	Contractor in	Foss
	James Roberts	Green Forest	Canada Mi	apression and the second	the second second	Class. calls
	Con Strain	Cincilla Cincillante	South Dakota	Norman Foos		Nisland
Illinois	Bill & Steve Florschuetz	Sublette	Carry & Ballin	Gibert Mohrhauser		Hartford
	Gary & Barbara Samsel	Oregon	Sta official			
	and the state of the second of the	A MARCHINESS	Texas	Michael Klein		Austin
Kansas	Steve Smith	Hiawatha	TOADS	Alan Vencil		Damon
	Sibre Summer	ridwaute	and the second	Marjorie May Russell	-	Menard
entucky	Willis Bottorff	Buckner		Allen and a state	10. 5	and the second
100	Jere L. Cannon	Flemingsburg	Wyoming	Jim Perino	nici de	Newcastle
lissouri	Stanley Anderson	Springfield			SE / 53	CONTRACTOR OF
	Darvin Bentlage			and the second second	明白の語	
		Golden City	Junior Division at T-Bone Feeders			GV 10000000
	Fred Blades	Holliday				2.57 million
	Dale Dunseth	Half Way	State	Participant	100	City
	Steve Krueger	Kahoka		, muchani	/ 889	City
	Don Laughlin	Guilford	Indiana	Michael Lueken	5a 🕄 👹	Ferdinand
	William & Charlotte McDowell	Vandalia		Jessie Lueken	1 1	Ferdinand
	Roy Mitschele	Stoutland			12 10	
	Larry Robuck	Cairo	Kansas	Ben Janssen	100 100	Elisworth
	David Witt	Shelbina	St. T. S. SWITT	Elizabeth Janssen	100 B 13	Ellsworth
	McVae Wilt	Sheibina			87 1	
	morae mit	SHELLING	AR AND	Emily McCurry	F/S.	Burrton
			THE REAL PROPERTY	John McCurry	A.V.	Burrton
	- CARLES AND		ALL	Brandon New	1000	Leavenworth
		1. 112		Mark Perrier	(B) · · ·	Eureka
T-Bone Fe	eders	1. · · ·	and the second second	Michele Perrier	1 . All	Eureka
1-001010	· · ·	and the state of the	Sec. Sec.	Brandon Rinkes	S . Asia	Hoyt
		City	The Store See	Justin Rinkes	B.C.S	Hoyt
	Participant	and the statement of the second se	SHALL TO THE REAL	Natalie Thomas	1.00	Riley
tate		Contraction in the second	SHOT TO A LOCATION	The second		
tate	Carolyn Cotten	Hotchkiss		Huusic monus		
tate	Carolyn Cotten Donald E. Nielsen	Hotchkiss La Junta	Nebraska		6	Gordon
tate	Carolyn Cotten	Hotchkiss	Nebraska	Kami Krebs	1.4	Gordon
tate olorado	Carolyn Cotten Donald E. Nielsen Ross Nielsen	Hotchkiss La Junta La Junta	Nebraska			Gordon Bassett
tate olorado	Carolyn Cotten Donald E. Nielsen Ross Nielsen Pandall S. Edwards	Hotchkiss La Junta La Junta Bison		Kami Krebs Jessica Sawyer		Bassett
tate olorado	Carolyn Cotten Donald E. Nielsen Ross Nielsen Randall S. Edwards Shelly Janssen	Hotchkiss La Junta La Junta Bison Elisworth	Nebraska South Dakota	Kami Krebs Jessica Sawyer Adam Mohrhauser		Bassett Hartford
tate olorado	Carolyn Cotten Donald E. Nielsen Ross Nielsen Randall S. Edwards Shelly Janssen Tom Perner	Hotchkiss La Junta La Junta Bison Elisworth Eureka		Kami Krebs Jessica Sawyer		Bassett
tate olorado	Carolyn Cotten Donald E. Nielsen Ross Nielsen Randall S. Edwards Shelly Janssen	Hotchkiss La Junta La Junta Bison Elisworth	South Dakota	Kami Krebs Jessica Sawyer Adam Mohrhauser Nathan Mohrhauser		Bassett Hartford
tate olorado ansas	Carolyn Cotten Donald E. Nielsen Ross Nielsen Randall S. Edwards Shelly Janssen Tom Perner	Hotchkiss La Junta La Junta Bison Elisworth Eureka		Kami Krebs Jessica Sawyer Adam Mohrhauser		Bassett Hartford
tate olorado	Carolyn Cotten Donald E. Nielsen Ross Nielsen Randall S. Edwards Shelly Janssen Tom Perner	Hotchkiss La Junta La Junta Bison Elisworth Eureka	South Dakota	Kami Krebs Jessica Sawyer Adam Mohrhauser Nathan Mohrhauser		Bassett Hartford Hartford Forney
tate olorado	Carolyn Cotten Donald E. Nielsen Ross Nielsen Randall S. Edwards Shelly Janssen Tom Perner	Hotchkiss La Junta La Junta Bison Elisworth Eureka	South Dakota	Kami Krebs Jessica Sawyer Adam Mohrhauser Nathan Mohrhauser Ashley Grote		Bassett Hartford Hartford