

National Angus Conference Features Texas Tech Beef Survey

An extensive research survey to help beef producers understand the kind of cattle they should produce for today's markets is being conducted by the Texas Tech University animal science department. The results will be reported at the 1991 National Angus Conference, May 20-22 in Austin, Texas.

"The findings should provide both registered and commercial cattle producers with a great deal of information upon which to plan their breeding and merchandising programs," says Ronald Green who is conducting the work. The results, which are still being compiled and analyzed, will be reported Tuesday, May 21, by Robert Long, chairman of the animal science department at Texas Tech.

The project is being partially funded by the American Angus Association, according to Richard Spader, executive vice president of the American Angus Association. "However, there is nothing breed specific in the study," Spader says, "and we feel it will be of equal interest to all cattle producers."

The commercial cattle producer portion of the survey was mailed to some 2,500 cow-calf operators in the southwestern United States with the goal of getting a 25 percent return, Green says. Instead, producers responded at nearly a 50 percent rate, returning more than 1,100 completed surveys.

The ranchers represent a complete cross-section of the cattle industry in the area, ranging from the very small to the very large. The cattle producers shared problems they face, how they evaluate and select bulls, the makeup of their cow herds, where they buy bulls, and the kind of cattle and information they need but are not getting.

Another survey sent to 250 feedlot operators produced a response of 110. The survey sought to find what kind of cattle are most efficient, marketable and profitable for feedlot operations. They were asked to design the ideal feedlot animal and specify the single most important beef cattle trait for their operation.

A third portion of the project covers the nation's beef packers. The object will be to clarify the kind of carcasses that best fit their business and fill their customers' demand.

Both feedlot operators and packers are being asked to name the cattle breeds or combination of breeds that work best for them, along with other genetic characteristics they want in the cattle they buy.

Long will cover the highlights of all three surveys in his talk and discuss how the information relates to what people

should be doing in both registered and commercial cattle production. Complete survey results will be made available to everyone who attends the National Angus Conference

The conference will be at the Marriott Capitol Hotel in Austin beginning at 1 p.m., May 20. The theme of the event is Investing In Excellence.

The two-day program will cover a variety of topics on beef cattle production and marketing. Included will be sessions on quality beef and the Certified Angus Beef program, producing bulls and cow

herds that meet today's industry demands, and how to market registered seedstock and genetically superior feeder cattle.

The formal program concludes Tuesday evening, May 21, and the next day the Texas Angus Association will sponsor the Texas Angus Tour. The tour features stops at both registered and commercial Angus operations as well as at Texas A&M University in College Station and Granada Bio Services at Wheelock.

Complete program and conference registration information is available from the American Angus Association in St. Joseph, Mo., (816) 233-3101; the Texas Angus Association, Fort Worth, Texas, (817) 831-2641; or from any of the 11 American Angus Association regional managers.

"The Angus Conference is open to the general public and should prove particularly beneficial to commercial cow-calf producers," Spader says.

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