

# LEAD IN

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If we can believe the experts, those of us in the beef cattle business have several profitable years ahead of us. What's more, it appears that the Angus business may just be a little better than the rest of the beef business for some time to come, if average auction prices for bulls mean anything, and I think they do.

But as one observer pointed out recently, eventually prices will decline. And, it is during these times that the value of a breed and the value of an individual breeder's programs are tested. That's why I invite you to make your plans now to attend the 1989 National Angus Conference, August 28-29-30, in Athens, Ga. The program will discuss the problems and challenges of producing and merchandising beef cattle in the 1990s and beyond.

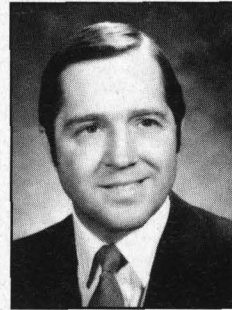
For example, how will you meet the demand, that many are sure is to come, for more carcass data on the bulls you sell. How will you, or your customers, be able to get paid for the improved genetics that are bred into your or their feeder cattle. The answer to this will determine, to a great extent, the prices you get for your bulls in the 1990s and beyond.

Will the methods you have used to merchandise bulls to commercial cattle producers work as we approach the 21st Century. There is some evidence, at least, that some of us may have to change to meet the competition. Part of the Conference program will include a discussion by registered and commercial cattle producers on bull marketing practices that work best, and what the commercial producer wants from the breeder who supplies him with bulls.

We will talk too, about the continued growth of the Certified Angus Beef program and what that means to every registered Angus breeder in the United States. Over the next decade or so the growth of the program and the increased demand for Angus cattle that it imposes may also change the way we approach our breeding and marketing programs.

I can also promise you a lot of fun. The members of the Georgia Angus Assn. are planning a great tour for Monday, August 28, that will end with a cookout and reception that evening at a beautiful and interesting location. If you have never vacationed in Georgia, you will be pleasantly surprised by the beauty and historical interest there. Athens, in fact, is the northern city on a route called the Antebellum Trail.

Next month there will be a postage return envelope in the *Angus Journal* that you can use to make your Conference reservations. With your Conference confirmation, we will send you information to make your hotel reservations. As Conferences go, the registration fee for this one will be very low, so I urge you to sign up as soon as possible.



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