

Texas Angus Tour Tops Off Conference

Cattle producers will get a close-up look at the Texas Angus industry May 22 on the 1991 Texas Angus Tour. The tour will be the final event in the American Angus Association's National Angus Conference, set for May 20-22 in Austin, Texas.

Sponsored by the Texas Angus Association, the tour will first go to R&J Ranch, Briggs, to see the herd and study the ranch's embryo transplant program. From Briggs the group will travel to Wheelock, home of Granada Biosciences Inc. There they will view embryo cloned calves and learn about this exciting procedure. See a related story, "The Genes That Fit" on page 24 of this April issue.

After lunch, the tour will continue to Texas A&M University at College Station. There a number of Texas Angus breeders will have cattle on display. Texas A&M beef scientists will demonstrate the sonogram and discuss beef cow nutrition, reproduction and marketing.

The final stop will be at Rocky Creek Ranch near Milano. Rocky Creek is a successful Angus-based commercial operation. The tour buses will then return to Austin.

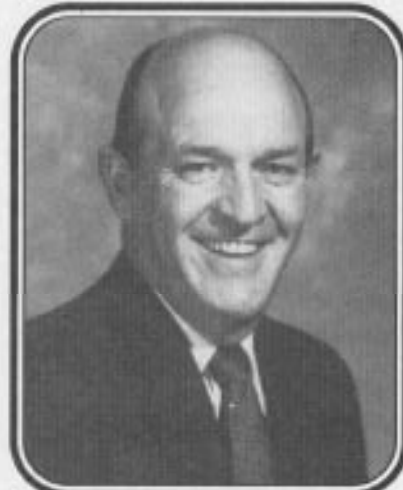
Investing in Excellence

With a theme of "Investing in Excellence," the National Angus Conference program kicks off Monday afternoon May 20. Topics of discussion include satisfying consumer demand for beef and the Certified Angus Beef program. Keynote speaker is Gary Smith of Colorado State University. Monday's program will conclude with a presentation by Edd Hendee, owner of Taste of Texas Restaurant, Houston, one of the most successful CAB restaurants in the world.

Opportunities for the Angus breed, combined with presentations on marketing registered Angus seedstock and genetically superior feeder cattle, will highlight the Tuesday morning program, May 21. This session will be keynoted by Robert Long, Texas Tech University. Long will discuss the results of a comprehensive beef producer, feedlot operator and packer survey



Robert Long, Texas Tech University will reveal findings of an important survey of the Southwestern beef industry at the 1991 National Angus Conference in Austin, Texas.



Gary Smith, Colorado State University Monfort professor, will be a keynote speaker at the 1991 National Angus Conference.

designed to identify the cattle that are most profitable and most in demand in the southwestern United States.

The goal of this extensive research survey, conducted by Texas Tech University's animal science department, is to help beef producers understand the kind of cattle they should produce for today's markets.

"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, survey coordinator.

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.

Complete survey results will be made available to everyone who attends the National Angus Conference.

Breeding Better Angus

The Tuesday afternoon program will concentrate on cattle breeding and production. Bill Beal, Virginia Tech, Blacksburg, will discuss how maternal traits relate to reproduction and profit. Designing the beef cow of the future is the topic of Bill Turner, Texas A&M University, College Station. In addition, a panel will discuss "Breeding Better Bulls."

That evening the formal program will conclude with a Texas Fajita Extravaganza in the courtyard of the Marriott Hotel.

Sign Up Today

Both the Texas Angus Tour and National Angus Conference are open to the public. The Conference begins at 1 p.m., Monday, May 20 in the Marriott Capitol Hotel. On site registration will be available at the hotel.



R&J Ranch, Briggs, Texas, is featured stop on the 1991 Texas Angus Tour.

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.

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