

cow and will continue to do what we ask of her.

How we handle this Angus cow and what we ask of her will determine what the next 10 years and the balance of the century will hold. One has to continue to ask this cow to work for her keeper. She does this best and I'm sure if she could talk, she would want it no other way.

The next 10 years will tell the story. If we continue to recognize this Angus cow for what she is and what she does best, the story will be a pictorial story. The pictures will be those of nearly every pasture in this country covered with black productive females busy working for their keepers. Doing what they do best:



**Joe & Mary
Shomo**
Arbor Hill Farms
Staunton, Va.

“ . . . in light of new developments rapidly taking place old traditions still have their place.”

It is difficult to predict what will happen tomorrow in the Angus business, but to predict events for the next century is really tough. Yes, we have come a long way in the cattle industry this last century; however, there will be many and varied changes just ahead.

Interest is keen in recombinant DNA (deoxyribonucleic acid), known as gene splicing. The effects of this genetic engineering on the cattle industry may be more profound than A.I. or embryo transfer. In the very near future super strains of livestock will emerge. Angus cattle capable of maturing within 6 to 8 months and ready for slaughter without the aid of dangerous chemicals may be only a few years away. Think what this will mean to efficiency.

With new methods available today using frozen embryos, it is possible to get 1,000 potential cows in an average size lunch box. You would know they were females because methods have been developed to reliably tell what sex the cattle embryos are. Breeders would be certain of these embryos reaching maturity because new vaccines are being developed through gene splicing which will practically eliminate disease in livestock. All of these new and exciting developments will solve many current problems of the livestock producer and create new ones.

However, in light of new developments rapidly taking place old traditions still have their place. Integrity and good management have no substitute. To survive and be profitable in the Angus business one must have a breeding program, a management pro-

gram and a dedication to the breeding and advancement of Angus cattle.



Ronnie Holloway
H&Q Angus
Tallulah, La.

"No other breed has a better genetic base . . ."

If one believes good reasons add purpose to the thinking and doing process, then we have to look forward to the next century of "Angusism" with excitement. No other breed has a better genetic base that is broad enough to inbreed, linebreed, outcross, or as Tom Burke says, "just pick and choose". Serious breeders in the past and now have laid a solid foundation of functional cattle that excel in fertility, milk production, growth and carcass quality.

We hear a lot about different segments of our industry trying to go too far this way or that way, then we take sides without really considering what cattle are ultimately for. Some people stress showing cattle, some performance and some their own programs.

Others breed one thing and promote another, while some just have a set of cows and enjoy the whole scene. As long as we remember we are seed stock producers and keep the commercial cattleman in mind, then there's certainly room for all of us in the Angus industry.

The last century in the Angus world has provided us not only with a great set of Angus cattle to work with, but knowledge from a progressive thinking, profound group of people whose thoughts and deeds certainly make our road to better Angus easier to follow.

I recently was in a conversation about the shape of calves' heads, how some bulls toed out, how their ears were set and how others sloped down in the rump. I enjoyed this conversation, as I do most, but later I remembered people I had observed walking down a street. Some were pigeon toed, big eared, little eared, common faced, pretty faced, long legged, short legged—but they were all getting where they were going.

We're already in the forefront with our breed of cattle and people. The challenge of pushing it even higher in the next century should make us all feel a little brighter as we enjoy the activities and fellowship during this centennial year.



Bobby Freeman
Twin Valley
Bremen, Ala.

"For the future, I see a beef industry returning to the basic genetics of the Angus breed."

Angus—still the one! This is the result of the latest U.S. MARC research on cow efficiency. According to the finding of this in-depth breeding study, the Angus-Hereford cow is the most efficient producer tested. So after 15 years of intense crossbreeding and a tremendous expansion of the commercial gene pool, many cattlemen find themselves a long way from where they need to be.

For the future, I see a beef industry returning to the basic genetics of the Angus breed. This return will not be based on the production of frame 7 feeders or 1,400-lb. cows, but will be because of the consistent, complete, efficient production package we have to offer.

We as a breed do not now dominate the market for commercial bulls and females. Sure, there is demand, but in many cases only at a price that is less than the cost of production, and in this fact we find our challenge for the future.

First, we must not become single-trait

breeders and change the package. Then, we must become better promoters and, specifically, better salesmen of Angus value at all stages of production. This means selling the consumer on Angus quality beef, the feeder on Angus quality steers, and the breeder on producing and selling the best seed stock possible.

So we must be aggressive in our breeding programs but also in our promotional programs. We must work for Angus: Angus cows, Angus bulls, Angus steers, Angus carcasses and Angus beef. We have much to offer our industry so let's offer Angus as the alternative.



Worth Jones
J2 Angus
Happy, Texas

"We believe in the future the cattle feeder will be feeding less cattle, but will be feeding cattle from performance herds."

Curiosity was the reason I attended another breed auction sale. This was an exper-

ience I will never forget. It really had nothing to do with the production of beef. The bull that had the largest set of horns and the brightest color always brought the most money. The 2-year-old bulls wouldn't weigh as much as the average yearling Angus bull. It seems to me this breed could put the production of beef cattle back 100 years.

There has been much controversy on feeding young bulls for beef. A young bull needs to be fed different than a steer or heifer. I don't think he can be put out on grass pasture to grow and get a cheap gain like you do steers before they are put into a feedlot.

We wean out bulls at around 650 lb. and put them in the feedlot on a starter ration, right off their mother. They gain very well on this ration, and will normally weigh 1,000 lb. or better when they are ready for slaughter at the age of 10 to 11 months.

Bulls need to be pushed as fast as possible for two reasons. The younger the bull, the better the beef. The older the bull, the more destructive he is. We feed this starter ration to all bulls because we don't want to feed the breeding bulls a hot ration. We have never fed any bull that was not Angus. We have been selling beef for 14 years, and our repeat customers always say, "Why can't we buy beef like this out of the market?"

We believe in the future the cattle feeder will be feeding less cattle, but will be feeding cattle from performance herds.

We believe embryo transplant is a step in the right direction, if you use an Angus

cow all the way! The Holstein and other large cows used as donors would be similar to crossbreeding. Let's stick to Angus!



Roger Jauer
Jauer Angus Farm
Hinton, Iowa

"Beef is going to be in peoples diets only if it is cost efficient for them to buy compared to other protein meat sources available in our supermarkets."

Our crystal ball shows the future looks bright for those that breed cattle based on a program that has direction. Competition is still the name of the game whether you are selling cattle or automobiles. The future may be more competitive. Beef is going to be in peoples diets only if it is cost efficient for them to buy compared to other protein meat sources available in our supermarkets. That's why we must be very careful in our breeding programs to use only bulls genetically superior in those traits that relate to net profit for the whole of the cattle industry.

The AHIR field data reports and sire eval-

uation reports are some of the best sources for us to obtain data to help in our sire selection processes. Here again, we want to be extremely careful to use only those bulls that have high accuracies on their breeding values. This will help us minimize the genetic mistakes we can make in our breeding programs.

It is also vital that we keep the most important economic traits in perspective and select bulls with a balance of those traits. We need to select bulls whose traits will move our herd in a direction that will be good for all segments of the beef chain—from producer to packer to consumer. We need an animal that, number one, will reproduce every 365 days on as few inputs as possible; has the growth rate to cover all feed and nonfeed costs; and possesses the muscling necessary to produce a carcass desired by the consumer. Only if we use direction in our breeding programs will the reality of the profitable beef animal prevail in this protein competitive world.

We as producers will consistently have to make use of the latest technologies and sound management practices to keep our operations as efficient as possible. We will have to be careful, though, in experimenting with some of the latest technologies on a limited basis to see how they can make us more cost efficient. Going whole-hog on a new experiment could prove to be detrimental to us in the long run.

The future holds new and exciting advances in the field of embryo transfer, more

efficient utilization of existing feeds and new mechanic technologies. The extent with which each operation will be able to try these new innovations and ventures will be based on income.

In the end, our product has to be marketed at a profit. Competition will force us to be more aggressive in our selling and marketing.

If we have a dependable, reliable product based on direction and integrity, we will always have people wanting to invest in our breeding programs. The underlying factor for achieving success in the future is a program based on credibility and direction.



Dick Haas
Haas Angus
LeRoy, III.

"The foremost thought in mind for the future should be escalated market development and promotion of beef as the food product for all people of the world."

It's mind boggling to think about what is going to happen in the long range future for

the cattle industry and, specifically, the Angus breed. This is especially so if you consider what has happened in the last 10 years alone. In the field of technology we have gone from semen collection, artificial insemination and embryo transfer, to egg banks, cloning and very soon to choosing the desired sex. Even recently there has been experimentation with freeze-dried semen (which is now a reality), and test tube calves that started life in a laboratory dish. Now there is research on a process for encapsulating sperm to prolong sperm life in the uterus. Encapsulated sperm will help settle more cows through A.I. by taking advantage of a cow's most fertile periods and help reduce the importance of timing in breeding.

Changes in the fields of genetics and technology have just begun. We may see gene splitting to the point of being able to increase growth rate and carcass characteristics, and even change cattle type without changing breed character.

Computers will play a large role in all aspects of the industry in the future. New software programs should be developed to help the breeder evaluate performance records, breeding records, and genetic background of his cows. Can computers be programmed to take the genetics of several individuals and design the perfect animal from all aspects of growth, feed efficiency, cutability and total eye appeal?

The foremost thought in mind for the future should be escalated market development and promotion of beef as the food

product for all people of the world.

Lastly, as we develop new techniques let us not forget the commercial man, for it is he who is the hub of the beef industry.



Wilbert Fruhling
Fruhling Farms
Penfield, Ill.

"I think the very top end of the Angus breed is big enough, but other purebred and commercial cattle need improvement."

As the commercial says, "You've come a long way, baby." But baby, you've got a long way to go. For the sky's the limit. I think we should look at what we can do in the future. We should think of the past as a job well done.

I believe marketing is one place to start. I know we can sell low grade cattle (\$500 to \$1,000) all day. I also know the really outstanding cows can demand just about any price. But it is very hard to find buyers for the cows worth between \$1,000 and \$5,000.

I feel everyone from purebred breeders, to the American Angus Assn. to packer buyers needs to work with the commercial cowman and feeder to educate him to use better, modern bulls and cows. It is discouraging to sit at your local sale barn or terminal market and see the large amount of short, dumpy cattle without bone and volume coming through.

To market our cattle, we belong to local and state associations in three states. We also sell some of our very best. We raise Angus cattle to sell and satisfaction is guaranteed, or your money back. We castrate all but one or two of our bull calves. Bulls we keep have to be good enough to use on our own cows or they will be castrated. We have developed outstanding steer calf markets in Texas and several midwestern states. I am talking about \$1,000 to \$3,000 for steer calves that are 8 months old. We never have enough of the kind of heifers we try to sell.

To get interest in your cattle, have them expertly fitted, clipped and presented at their best. You, your help and your family have to be presented the same way. What you say or do will also help to sell your cattle. Your integrity must be the very best. Go that extra mile for the buyer and follow up on your cattle six months or a year later.

We try to raise a cow that will mature between 1,200 lb. and 1,500 lb. She has to be wide between her hip bones, very pointed at the top of her front shoulders with a long, clean, neatly fitted neck, and have a long clean head. We try to get them as tall and long as possible. This cow will milk well and

calve easily. Since I was born and raised on a dairy farm and showed many animals at major shows, I realize this cow resembles an all-black 4-year-old Holstein. But if you have a cow like this, you can put any color hide on her and she will look good. A cow like this will make most bulls look good. In our small select herd, we have this kind of cows.

On the bull side of the pedigree, we need to be just as selective. Bulls should always be longer and taller than the previous one, with mature weights of 2,000 lb. to 2,500 lb. They need to be trim, flat sided, very clean fronted, sound on feet and legs, with a lot of drive. We try to see all A.I. bulls and analyze them before we use them.

Calves should weigh between 70 and 90 pounds at birth, and then get up and grow. Leave the big sloppy calves alone, that are hard to calve. Remember, this is one trait Angus cattle have got to keep, in order to keep the cowman happy.

I think the very top end of the Angus breed is big enough, but other purebred and commercial cattle need improvement. We need to get these Angus steers winning major shows. One way is to castrate some of the best bull calves. I want to congratulate the Illinois Angus Assn. for making a strong effort in this direction. We have not transplanted any cows yet, but I think the American Angus Assn. should make a strong effort to require breeders to use our lower grade purebred Angus cows as recipient dams. This would help to create a market for these cattle instead of helping other breeds. It would also make birth, weaning and yearling weights more realistic.

The kind of cattle I have been talking about don't cost, but pay their own way. If you will take care of them, then they will pay your way. In closing, I would like to thank the ANGUS JOURNAL for giving me this privilege to write about my favorite breed of cattle, Angus.



Ricky Hopkins
Edgewood Angus
Farm
Auxvasse, Mo.

" . . . I look for breeders to be searching for 5 to 6 frame females that are excellent milkers."

I would like to elaborate on two areas of the cattle industry where there may be some changes in the near future.

First, I believe all breeders are beginning to put more emphasis on performance weights, maternal values and fertility, and less emphasis on extreme height. Of all of the traits, I look for breeders to be searching

for 5 to 6 frame females that are excellent milkers. I'm afraid some of our daughters of large frame, popular bulls are very much lacking in this trait.

Secondly, I feel the meatless diets will increase drastically in the eighties. This will be the result of animal rights groups, ignorance of health diet groups and lack of quality beef. Most all teenagers and younger have not tasted and cannot obtain good tasting beef because its not available. This has to be one of our main concerns. II Timothy 4:3-4 says; ". . . in the latter times some will be commanding to abstain from meats, which God hath created to be received with thanksgiving of them which believe and know the truth. For every creature of God's is good, and nothing to be refused, if it be received with thanksgiving."



Billy Yarbrough
B&L Ranch
Shawnee, Okla.

" . . . there is something more valuable to the Angus breed than these technological advancements. The most satisfying attribute we have is the dedicated Angus breeder."

We at the B&L Ranch think the following is why the Angus breed is where it's at today.

We all are aware of the valuable genetic and technological advances our industry has recently profited from—the embryo transplant, freezing of embryos, etc. But, there is something more valuable to the Angus breed than these technological advancements. The most satisfying attribute we have is the dedicated Angus breeder. This dedicated breeder has taken on the responsibility of improving Angus cattle and sticking with that commitment through all the peaks and valleys the entire cattle industry has had to face.

What keeps this reliable Angus breeder going is not the high dollar sales. Some would think this type of breeder would get fed up with the "deals" we read about or maybe are a part of, but he doesn't. Why does he stay with the cattle business? Because of his love for Angus cattle—he breeds for the pride of raising outstanding cattle. He strives to raise that "perfect" animal. And he knows the only way to get a prize animal is to be a consistent breeder. Therefore, he tries to improve the breed by breeding the most correct bulls he can find to the most correct females he has raised. To this type of breeder, he has accomplished the ultimate goal—the pride and satisfaction of a healthy, well-bred calf.

We have to be aware that breeders with pride and responsibility are what brought this breed to where it is today; this admirable characteristic is what will keep Angus cattle where they are today—AT THE TOP OF THE INDUSTRY.



Les Craft
Les Craft Angus
La Porte, Ind.

"I think with the expansion of the Certified Angus Beef program we will eventually be able to demand a premium for our finished product . . ."

When one stops to think of the vast improvement our great breed has experienced in the last 15 to 20 years, it is quite difficult for me to imagine the changes in store for the next 100 years in the Angus business. I would choose to look more at the next 10 to 15 years and suggest what I think we need to be most concerned with as far as breed improvement.

I feel that in the very near future we need

to look at some of the very basic traits that made the Angus breed so desirable when they were first brought into the United States over 100 years ago.

I think that with the introduction of so much additional size and scale into our cattle we have sacrificed some of the carcass quality and maternal traits that originally made our breed so attractive. We must especially stress the improvement of milking ability in the very near future if we are to remain No. 1. With the rapid improvement we have made in skeletal growth we should be able to equally improve milking ability in our breed.

We need to keep our management practices as simple and practical as possible so that our bull customers will have a way to more accurately determine the predictability the bulls will have.

We have two very useful tools at our reach in the Angus breed that will have to be used to more advantage. These are the AHIR and Certified Angus Beef programs that our Association offers.

Through effective use of AHIR we can more carefully select for maternal traits and milking ability as well as still being able to evaluate superior growing and gaining animals.

We will also have to stress the quality advantage of our Angus beef and I think with the expansion of the Certified Angus Beef program we will eventually be able to demand a premium for our finished product in more instances than we are able to now.

I see a great and exciting future in our breed in the next century and I am looking forward to doing my part in attempting to improve Angus cattle in the 21st century.



Frankie Flint
Rafters-F-Bar-Angus
Bard, N.M.

"I see E.T. as a red carpet stepping stone if we use registered Angus cows for recipients. Thus, we will be keeping those black cows working that do not make donors."

The next century looks good for the Angus breeder. Why shouldn't it? We have the best breed, country, association, magazine, staff and board, plus 100 years of experience. Let's take advantage of them all, especially the experience.

Below are one man's suggestions. Never take anything for granted, not even that faithful ol' Angus cow. If her characteristics are changed enough, she might start performing like an ordinary cow. Remember how the shorty fad extreme got us in trou-

ble? Let's hope experience rescues us from the opposite extreme. A few people were tempted to insert exotic blood into our breed during that boom. Our rules were not quite ready.

When A.I., the greatest tool of its time came into being, we were not quite ready to protect the genetic cleanness of our breed. Almost all opportunities have two sides. As with A.I., we can all see the giant steps made from it. However, we do have to live with a weaker bull market.

Embryo transplant is here. Again, are we not quite ready for it? I see E.T. as a red carpet stepping stone if we use registered Angus cows for recipients. Thus, we will be keeping those black cows working that do not make donors. Some breeders that have already bought non-Angus cows need consideration. The stumbling block will be not keeping registered Angus working. I think many breeders would stop registering their females just like they have male calves since A.I.

Above are only a few improving tools to this date. If I take the crystal ball the JOURNAL gave me, step 100 years into the future and look back at our Association today, no doubt I could say, "You guys think you are performing miracles, but from here they are like ripples on a stormy sea." Regardless of the waves, that good ol' Angus breed will be here. She is the wings that make the industry fly. If she still has her registered paper, or not, is up to man.

Bob Hawley
Bar H Angus
Vail, Iowa



“ . . . markets and marketing strategies will be the most important tools the average cow-calf man and feeder will have to deal with in the near future, the next generation or the next century.”

I feel markets and marketing strategies will be the most important tools the average cow-calf man and feeder will have to deal with in the near future, the next generation or the next century.

The Angus mother cow **makes** the beef industry. We, in the Angus purebred line, have the responsibility of keeping this in the back of our minds. We must develop her to keep up with changing times and conditions and not go off the deep end with extremes. We still have to market that Angus cow and her offspring at a profit to stay in the beef industry. The quality of our product will be the only thing we have to sell. Possibly, only the wealthy will be able to afford beef in the future unless we can develop beef sales for

exports to the Mid East, Soviet Union and other exporting countries. These countries are just acquiring a taste for quality beef and this aspect seems to me to have a real future in the marketing strategies of our beef and beef products. The grain can be fed where it is raised and beef can be exported much more economically and less wasteful than the shipment of grain today.

The past few years in the cattle business have been nothing but hard times. I feel this centennial year of the American Angus

Assn. is the real beginning point to a bright future, not only for our Angus cows but the cattle industry as a whole. We have the "breed". Financing will come with new marketing strategies. Genetics and technology are at the fingertips of our young people and management will be more efficient with the help of our computers.

One last thought: Don't ever forget that the eye of a good cattleman still holds this future together. The good Lord gave us this product to share with all people. Let's get it started!



Bob Browning
Arkansas
Angus Assn.
Arkadelphia, Ark.

"If changes in type are required, then we should be in the drivers seat, because Angus cattle have successfully survived everything that we've done to them!"

"You ain't seen nothin' yet." So go the words of a popular refrain and they seem to best describe the fantastic opportunities that lie ahead in the next 100 years of breeding Angus cattle. I envision a century in which herd health will not be a problem because contagious and infectious diseases will be conquered through the advancement of medicines and research.

I also envision a uniformly and universally accepted electronic record system that will automatically monitor performance and type. The advancement in state-of-the-art computers will really come into its own and it will move forward rapidly.

Artificial insemination will certainly be the

rule. And it will be a largely automated technique, practically labor-free by the end of this century.

The advancement of technology and the sophistication of equipment will require a greater degree of astuteness in interpretation of management decisions. If changes in type are required, then we should be in the drivers seat, because Angus cattle have successfully survived everything that we've done to them! I believe we will be able to more intelligently determine trends by removing so much of the human "eyeball" judgement that has prevailed for so long.

I'm looking forward to the next century in Angus breeding with the greatest enthusiasm. There is no doubt in my mind that the best is yet to come.



Eli B. Votaw Jr.
E/V Ranch
Wellfleet, Neb.

"The grading system needs to be more consistent throughout this country; there is too much variance in different areas. It definitely should not be lowered."

The Angus breed has certainly made its mark on the cattle industry during the past 100 years. I feel very optimistic about the future and believe we haven't seen anything yet as far as our breed's importance in the cattle breeding program in this country is concerned. The market place, and eventually the table, is the ultimate end for the cattle we produce. Thus, I feel this is the com-

mon denominator we should keep in mind.

Beef consumption in the United States has steadily declined since the mid-seventies when it was well over 100 lb. per capita. I feel this decline is due in part to the lower quality of the beef as well as economics, fad diets and other reasons. There seems to be no uniformity or quality control in beef. The grading system needs to be more consistent throughout this country; there is too much variance in different areas. It definitely should not be lowered.

At this time I think we should give a closer look to additives, stimulants, control type drugs and sprays that may result in contamination or rejection of our product in the years to come.

The Angus breed is the one that has the requirements for the ability to "do it all" without crossbreeding. Most of our cattle have attained a desirable size. In my own herd my largest bull is weighing 2,800 lb. in breeding condition. Through careful breeding practices and genetics we can monitor birth defects and undesirable characteristics.

In the past century we have achieved a superior protein product and our main concerns for the future are going to be marketing and management of it. If we cannot use the cattle we produce (and of course that means producing at a profit) then we have failed to attain our goal. We should capitalize on our breed's capabilities; believe in our business; promote our quality product and not try to lower our standards to meet com-

petition by other protein sources.

I want future generations to reap the harvest from the basis we have sown with the Angus breed.



Loren Schlipf
Tree Lane Farms
El Paso, Ill.

"We cannot afford costly mistakes or timely delays in this competitive world."

Purebred livestock on the farm indicates intelligence, prosperity and leadership. Will the breeders in the next 100 years be as dedicated as those before them who faithfully bred Angus and devoted themselves to that great breed, a breed that has a tremendous influence on the beef industry today?

One of the main concerns I have is maintaining the purity of the breed. We know Angus can be diluted and still have an impact on the cattle industry. But we cannot be successful purebred breeders unless the lines are pure. There would be no consistency in the traits we try to develop.

Angus is a beef breed, so we must breed

beef cattle—cattle that are able to transmit noticeable characteristics and have measurable improvements. I think we have that kind of cattle within the breed today; we just need more of them. To encourage this, there has to be an incentive. Good breeders need to be recognized by the national and state associations.

The future of our breed will depend on responsible leadership by these associations. Our leaders will have to promote Angus cattle at every major cattle and beef-related meeting on state, regional and national levels because Angus is the highest quality beef. Only Angus will keep beef competitive with other foods for the diet. We have to represent and promote the greatest taste in beef—the Angus steer. We need representatives to advise and lead others who are elected because of what they have accomplished with their cattle, not just because of popularity. Let's face it, we're in great competition with our breed and with our product. We cannot afford costly mistakes or timely delays in this competitive world.

Judges can have a great influence on inexperienced breeders and the prospective buying public. Today, I think we need to tell judges to keep the meat high on the body since that is where most high-priced cuts are located, and to keep animals correct since breeding stock must be sound.

We have enough size, now let us concentrate on other important factors. I think economics will take care of size in the near future.

It is a great responsibility to maintain this great Angus breed at its present influential level. We will have to promote our breeding stock—breeding stock that produce the greatest taste in beef. We need to support and promote shows of the highest level in this division. It is the responsibility of the breeders to make their demands and requests known to an active association which should have enthusiasm. Our great breed has it all. May we as owners, breeders and herdsman do everything possible to preserve the inherited dominating factors that we are now responsible for.



Randy Kessler
Kessler Angus
Milton-Freewater,
Ore.

“Calving ease . . . This is perhaps the most important trait to the Angus breed for now and the future.”

Calving ease. This is perhaps the most important trait to the Angus breed for now and the future.

Whether it be first calf heifers or mature cows, it is important to have calving ease. For example, many times those big calves take longer to get up and nurse. A small calf means less calving problems and less stress on the heifers or cows. Less stress at calving time in turn means faster rebreeding. Calving difficulty can cost you 30 days in rebreeding. At 1.5 lb. per day gain (45 lb. for 30 days) times 70 cents per pound, this equals \$31.50 lost on each late rebreeding. The Angus breed has several bulls that sire smaller, easier calving calves that keep growing and do get big.

In traveling around from the shows, sales and ranch stops, I often hear someone say, “Boy I had a really good calf last week but I lost it; gee it was big. Say, have you seen so-n-so’s really good calf? It weighed over a hundred pounds.” I sincerely have felt that those big calves at birth aren’t what I’m looking for. I’ve had people come by early in my calving season when the calves are about one or two months old and say, “Gee, this is a really nice calf.” I’ll say, “I personally like this little 65-lb. heifer over here instead of the 90-lb. one you’re looking at.” Five months later that same person stops by and wonders where that great looking heifer calf was when they were by last time. “Oh she’s that 65-pounder that you thought was just a calf.”

In my marketing area, “heifer bulls” are demanding a premium simply because so many Angus breeders don’t seem to care

about producing easy-calving type bulls.

In conclusion, I really can’t stress enough the importance of cattle that are easy calvers and that get big after they hit the ground.



Harold E. Young Jr., M.D.
Liberty Angus
Cattle Co.
Foxport Farm
Barboursville, Va.

“AHIR computerized data programming will certainly be the backbone of breeding Angus cattle in our next century.”

American Aberdeen Angus superiority is a direct manifestation of the free enterprise system upon which our country was founded. And it is through this open book, above board system that our Angus breed will continue to make giant strides forward in the next century—not only in the beef industry itself, but also in the dietary health maintenance of mankind and in the establishment of genetic predictability with the mating of any given species.

Angus beef preference will become more

widespread as data on feed conversion ratios and cutability reach more farmers. But it is the beef revolution, led by consumer demand, that will pave the way for phenomenal beef consumption. Beef consumption will increase because of the research-proven fact that there is far more protein value and total iron (the deficiency of which is the leading cause of anemia and malnutrition world-

wide) in beef than turkey, chicken or fish, and far less salt in beef than pork, which is the major cause of high blood pressure that leads to strokes and heart attacks. The nutritional superiority of beef should not and will not be sacrificed in the next century to protect the other inferior sources of protein available at our marketplaces. At last, we are finally realizing pork preparations should be

stamped "hazardous to your health" due to their high salt content.

A wealth of genetic and obstetric information will continue to be unveiled to us through the pioneer efforts of the beef industry. Predetermined sex of a calf yet conceived certainly lies ahead, either through sexing of semen (i.e. mobility, concentration, chromosome identification) or through analysis of the vaginal environment (i.e. pH, mucosal secretions, etc.) more conducive to male or female semen. The effect that embryo transfer and superovulation have on a donor cow will be and need be understood much better to avoid the loss of a productive cow because of unnatural interruptions of her normal hormonal cycle. Reproductive research will also make more information readily available about the long-term effects of frozen storage on embryos and semen and possibly provide chromosome identification of desirable hereditary traits.

AHIR computerized data programming will certainly be the backbone of breeding Angus cattle in our next century. The predictability of certain traits, their degree of transmission, and various genetic combinations will be more reliable and accurate. With each calving season, cattle will be born that, through wise planning and natural selection, combine the desirable traits of both parents to eliminate the undesirable characteristics of each and advance our breed yet closer to that perfect animal.

A century of beef production will see beef demand forever increasing, although our world beef supplies, despite urban development, may increase even more rapidly as underdeveloped areas, such as South America, expand their cattle range. But the genetically superior Angus breed produced in America as a product of the American way, will provide the foundation for other breeds and other countries to incorporate our superior stock into their own programs, thus maintaining the strong demand for Angus cattle that exist today.



Tommy Williams
Bradmar Angus
Colmar, III.

"We must keep our priorities straight. We are America's dominant beef breed because of the Angus cow's usefulness."

Yes, we have come a long way, but we must never forget how we got here. The Angus cow has certain inherit traits bred into her genetic background that make her unequaled in beef production efficiency. Her adaptability to both different and adverse

management situations coupled with her problem free physical makeup have made her the base of today's cattle industry.

It is most important we all remember the qualities that have made Angus cattle invaluable: fertility, milk production, natural mothering ability, durability, and overall production efficiency. These qualities were "God given" in the genetic background of Angus cattle.

Breeders have spent countless dollars and entire lifetimes trying to improve the Angus cow in the image each generation of breeders perceived to be ideal. History shows, fortunately, our perceptions are no more correct than incorrect. I have no reason to believe this pattern will be altered significantly in the future.

The single most important task we as Angus breeders have is to maintain the integrity of the Angus cow to do what the cattle world has come not only to expect, but demand from her. We need to maintain and enhance her maternal strengths. She must above all else stand the hardships of nature for a long productive life, calve every twelve months unassisted, have adequate milk flow to raise a 500-lb.-plus calf under tough range conditions, be a 100 percent dehornor in one cross and do all this with a minimum of management and care.

It is my opinion that in our all-out quest for exceptional size we might be losing sight of our true strengths. We must keep our priorities straight. We are America's dominant beef breed because of the Angus cow's

usefulness. If we are to maintain our position of dominance we must continue to place the bulk of our selection pressure on these easily measured and highly accurate maternal traits. In reality this is the only reason for the existence of registered Angus cattle.

Gregg Halverson
Black Gold Farms
Forest River, N.D.



"It is a must we make the Angus breed more efficient."

Gazing into the crystal ball 100 years into the future is a project for either a futurist or an idiot. Whereas hindsight can be looked at with 20-20 accuracy, the future can and should be looked at only through glasses, giving a glimpse, an idea or an image of the future. There is only one thing we can safely assume and this is change.

When developing images of the beef cattle industry through those glasses, and treading on that thin ice somewhere between the futurist and the idiot, one must

look at the past. Because we can chart the trends, cycles and movements of the past, we should use these tools and our God-given brain to make progress to and through tomorrow. Maybe we can avoid some of the pitfalls and some of the mistakes of the past. Maybe we can make use of that old axiom "experience is the best teacher" when attacking problems. Or maybe we can reach beyond what we now know with the hope of making our life, our industry, our country a better place in which to live.

Some thoughts that come to mind as I think of the future of the beef cattle industry are areas we should all be concerned about. Whereas we now think of breeding cattle, soon we will be thinking of genetic engineering. Whereas the growth industry of today is the electronic or computer field, the growth industry of tomorrow will be in the area of biological technology. Another area which will become of increasing importance is in the field of soil and water conservation. We must become more concerned about the fact that we must act as only caretakers of the land. That is, we may use our land resources but not abuse them.

The beef cattle industry will also find it necessary to make some changes. I believe that performance testing and the gathering of information is of paramount importance. It is through the processing and analyzing of this information that we will make tangible progress in the quality of and demand for our breed. As performance testing is

presently at the forefront of research, I foresee the area of efficiency as the next step our breed should take. We are sometimes our own worst enemy in criticizing the poultry and swine industries. We must meet our competition head-on. It is a must we make the Angus breed more efficient. That is, we must do better than the 8 to 1 feed conversion ratio we now have.

I believe we must build on the traits that make the Angus breed of beef cattle the envy of the protein producing world. Let's look to the future, assume a leadership role, chart a course, work hard and that crystal ball will shine for us in the future.



Chuck Graff
Silver Plume Ranch
Colorado Springs,
Colo.

"We must, as a breed organization, develop and implement new systems of more accurately identifying maternal traits."

Looking back upon the last 100 years, I believe three facets have made the Angus

breed great: (1) maternal traits, (2) meat quality traits and (3) integrity of Angus breeders. However, we must improve these characteristics in order to survive and prosper in the next 100 years.

The importance of the maternal traits cannot be overemphasized. I believe in the next decade we will see the decline of the terminal breeds. With three or four breeds being strong in maternal traits, along with the environmental adaptability of the Brahman breed, use of terminal sires will be outdated. Hybrid vigor can be nearly maximized in a rotational crossbreeding program using only maternal breeds.

We must, as a breed organization, develop and implement new systems of more accurately identifying maternal traits. Cow efficiency, calving percentage, rebreeding time interval, longevity, roughage conversion and thriftiness along with weaning and yearling weights will be available to meet the different and necessary environmental demands. If man fails to select away from these maternal qualities, nature will eliminate them at the breeder's expense.

Meat quality traits hopefully will remain in favor of Angus and Angus-cross cattle. But in order to do so, we must actively promote beef and financially support new and appealing meat processing and preparation methods for the consumer's plate.

In year 2083, I hope that our descendants can say that the integrity and dedication of the true seed stock producers, along with innovative and sound management and bus-

iness practices, helped the Angus breed prosper.



Glenn Kilgore
Kilgore Angus Farm
Rising City, Neb.

"... if we are to progress successfully in the next century, we need to put as much emphasis on quality females as we have in the past, possibly more."

I would like to express the thoughts of Kilgore Angus Farm on the topic "What does the next century hold?" As we own a small herd, our thoughts will pertain to the small breeder. I think the majority of Angus herds are relatively small breeders who have made a great impact on the breed.

I feel, if we are to progress successfully in the next century, we need to put as much emphasis on quality females as we have in the past, possibly more. We must upgrade and cull the bottom end of each and every herd, as I feel each one of us is guilty of keeping poor quality, poor producers too long.

After reading Charles Peery's book, Aberdeen Angus Cattle, it is evident the most successful breeders were the ones who used top herd sires on superior females. Some of the top herds were breeders with small herds who strived to mate the best bulls and cows that were available. Genetics seemed to be the answer as breeders searched for certain pedigrees and special lines of cattle to make selected matings.

I think AHIR has done a wonderful job of giving us a great measuring stick of progress on large numbers of Angus cattle. I think it is also important we have that great cow that produces a great individual bull that will produce 2,000 to 3,000 offspring—offspring that will improve the Angus breed and perhaps, change the future course of the breed.



Jack Blum
Fairfield Farms
Lakeville, Conn.

"The more urbanized East will become specialized in breeding females, even females of particular abilities ("bull dams!")."

The next century? How about breeding trends in the next 10 years? It seems likely that:

(1) Science will continue to gain influence over the "art" of breeding. Skeletal measurements, EBVs and ADGs will have more to do with selection, in more herds, than the old eyeball.

(2) There will be new research inputs creating more sophisticated breeding objectives. There will be findings, for instance, that good beef in terms of higher protein and lower fat content, with better palatability, can be affected by genetic selection as well as by rations; that size and fertility can be simultaneously enhanced and that resistance to wasteful diseases, like scours, can be linked to highly heritable traits and bred on.

(3) Gene splicing and cloning techniques will challenge the Association and show judges to develop more refined criteria as to what is a black Angus and what is a more desirable black Angus. (Should artificially enhanced growth be allowed? Will it be monitorable?)

(4) We have sexed embryos and will have sexed semen. The more urbanized East will become specialized in breeding females, even females of particular abilities ("bull dams!"). Specialization will also get us into more concentration upon milk, including adaptations of the dairy industry's computerized statistics.

(5) The black Angus will continue to gain ground as the most economic breed for

commercial production crosses, adapting to the new shortages and problems of the next decade and beyond.



James K. Davis
Schearbrook Land
& Livestock Inc.
Clayton, Ohio

"Application of advanced technology such as the multiple birth principle can have a significant effect on the entire beef cattle industry."

How can we as beef cattlemen do our part to meet the demands facing us? We must increase the efficiency of our production, not just increase production. Every cow must produce more. Every pound of feed must produce more beef. It is evident that methods for increasing the reproductive efficiency of cattle need to be further developed to meet the expanding need for nutrition.

The science of reproductive physiology was born in the barnyard during antiquity

rather than in a modern laboratory, and the only piece of equipment used was a sharp pocketknife. From the inception, reams of books and research papers on this subject have filled libraries around the world. From the understanding of fertilization to artificial insemination—the hallowed walls of research institutions have produced estrogen, progesterone, prostaglandins, birth control devices, the pill and a host of other products and processes affecting reproduction. However, only recently has much effort been devoted to the improvement of reproductive efficiency—sex control, ovulation detection, embryo transfer, freezing embryos—all of which could significantly improve reproductive efficiency.

The multiple birth principle could literally revolutionize the cattle industry and we must be prepared for it. Research indicates twinning may be a common practice soon and additional multiple births common with the next 20 to 30 years.

Application of advanced technology such as the multiple birth principle can have a significant effect on the entire beef cattle industry. It will not be uncommon to expect a 200 percent calf crop produced from cattle perhaps in total confinement. This, in itself, will bring about more effort for the control of estrus for synchronizing the calving seasons that the feeder has long awaited. Therefore, we are on the threshold of doubling our beef supply with our present cow population.

AJ