

Best of the Breed in the Homestretch

by Steve Suther

In mid-May, as the Best of the Breed (BoB) national Angus carcass challenge headed into the homestretch, some 12,880 head were enrolled, according to BoB Director Amy Fahsholtz.

"It's important for Angus seedstock producers and their customers to remember that the cattle eligible to win must be enrolled for at least 100 days and harvested by December 31," she says. "That means the practical deadline for enrollment is early September, but cattle enrolled in late summer have just as good a chance as the earlier pens to win everything."

The contest attracted a new sponsor this spring. *Drovers*, a leading business journal for commercial cattle producers, signed on to ensure informational coverage.

BoB was unveiled at last summer's National Cattlemen's Beef Association (NCBA) convention in Denver, Colo. Other corporate sponsors are Agri Beef Co., Allflex USA, Certified Angus Beef LLC (CAB), Farmland National Beef (FNB) and Merial SureHealth.

Enrollment, at \$4 per head, began Sept. 1, 2001. Harvest data will be accepted until Dec. 31, 2002, and the first BoB winners will be announced at the annual NCBA convention in Nashville, Tenn., in January.

Cattle are tracked by origin of herd in the seven NCBA regions. Total carcass value divided by pounds on the FNB BoB contest grid will determine the winners. The top three lots in the nation will win \$100,000, \$50,000, and \$25,000, respectively; and the top three lots from each region will win \$5,000, \$2,500, and \$1,000, respectively.

Merial will double the grand prize if all calves in the winning pen are SureHealth-certified. CAB-licensed yards have the advantage of being the only yards with automatic contest approval and eligibility for an extra \$10,000 in prizes, given by CAB, for their enrolled customers.

To learn more or to monitor a regional leader board, click on the BoB logo at www.cabfeedlots.com, or call toll-free 1-866-BoB-1160 for information.

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