

# from the office

## LEAD IN

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Change may well be the only constant in the beef cattle business today—the only thing we can count on having to deal with year after year.

Among our membership we have seen a great deal of change in recent years. This includes the use of new techniques for improved beef production, the advent of sophisticated performance programs and emphasis on different marketing ideas.

Breed associations also face the same challenge of a changing industry.

It is because of these conditions that the board of directors and staff of the American Angus Assn. developed the Angus II program that goes into effect Oct. 1.

Its purpose is threefold: (1) To provide a service to many members of the American Angus Assn. (2) To identify and record the known ancestry and genetics of Angus-base cattle that commercial beef cattle producers can use to make their operations more efficient and profitable. (3) To provide increased income for the American Angus Assn. to use to support Association programs and national advertising and promotion for Angus.

It is no secret that in many parts of

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the country there is a big demand for Angus-based cattle. The buyers of these animals are looking for more than just a random crossbred animal. They want to know something about the ancestry and genetics that make up these animals—many also want some kind of certificate showing not only the ancestral makeup of the animals but valid performance information as well.

Until now, to obtain this type of information and a certificate on these cattle, Angus breeders were required to join another breed association and record their cattle with these associations. This had two unfortunate results. First, the breeders had to forego the completeness, efficiency and accuracy of the American Angus Assn.'s programs and office procedures. Second, we lost the resulting Angus cows from our breed rolls, as well as the future registration and transfer fees. More than 3,500 registered Angus cows were enrolled last year in at least one other breed association's program.

Contact with many members showed they would prefer to do all their business with the American Angus Assn. It also convinced us of the need for and the good business judgment of providing a program to identify and record Angus-base cattle. The board of directors approved the concept at their regular June meeting and it goes into effect Oct. 1, at the beginning of our fiscal year.

Complete details will be included in the September issue of the Angus Journal. However, the program basically provides that a special Angus II performance pedigree will be issued on

eligible animals. In addition to including all available performance information that is in the Association files, the certificate will include pedigree information on the registered Angus and the Angus II animals, along with the breed makeup of the other breeds used in the program.

Breeders who participate in Angus II must be members of the American Angus Assn. To be eligible to be recorded the first year, a calf must be sired by a registered Angus bull or out of a registered Angus cow. Later, Angus II calves must have at least one registered Angus parent or an Angus II parent.

The program will be completely separate from the Angus Herd Book. There are **no** provisions for breeding up to purebred Angus and no Angus II or its offspring will ever be eligible to be included in the American Angus Assn.'s Herd Book.

During the first year of the program members may record qualifying cows as Angus II by filling out the proper forms and paying the minimum recording fee of \$7. After the first year of operation, the recording fee for all Angus II, and the age breakdowns, will be the same as for registered Angus cattle. There will be one difference, only performance pedigrees will be issued on Angus II animals.

The amount of additional business the Angus II program will generate for the American Angus Assn. cannot be told at this time. However, it is a program whose time has come, a program that can provide a direct service to many of our members and an indirect benefit to all.

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