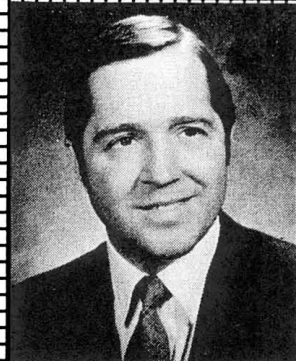


LEAD IN

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We found out in the new *Angus Journal* survey that nearly 20 percent of our readers feel that they have no personal influence at all upon what happens in the beef industry. Another 47 percent say that there is not much they can do to improve things.

That's too bad, because there is much that we can do. And I don't mean just belonging to organizations, like state and local cattle producer groups or NCA, and taking part in their activities, even though this is very important. But what I have in mind are things you or I can do today or tomorrow that will end up improving demand for beef nationwide, and most important, changing demand for Angus cattle.

Let's start with improving Angus demand. You can make a big difference in demand for Angus cattle if you and every other member of the American Angus Assn. go out and convince your favorite restaurant to serve Certified Angus Beef. It doesn't have to be a big restaurant, just one that has built a reputation on quality or would like to begin to do that. If the restaurant you switch to CAB sells only 10 pounds a night, six nights a week, that adds up to 3,120 pounds a year.

If every Regular or active Life member of the American Angus Assn. would convince just one owner of a small restaurant to start serving CAB, this would boost sales by more than 60 million pounds a year. Pretty impressive considering that projected CAB sales for the 1987 fiscal year are 50 million pounds, an all-time record. I don't know if the current system could supply this big a jump in demand in a single year, but don't let that stop you. Go out and convince a restaurant or

grocery store or specialty meat market in your area to sell CAB and the long range result will mean increased demand for Angus cattle.

Another way that you can have a positive influence on the future of our industry is to add your personal endorsement to passage of the Beef Checkoff program that we will vote on next year. Here again, it doesn't have to be a big thing. If everyone who understands the need for a check-off program can convince just one other person to get out and vote for the program, it will more than likely pass. In fact, you don't have to make a convert, just convince someone who is for the program to go and vote. Some surveys show that a majority of beef producers are for the program, but too often the "for's" stay home and the "aginners" get out and vote come election day.

You may feel that various national organizations hold the key to whether or not the checkoff passes. What they do is certainly important. But research has shown time and again that people are most readily influenced by friends and neighbors whom they trust. This simply means that what you believe and do has more influence upon your friends' and neighbors' actions than anything the NCA or the Beef Industry Council does.

As many people have observed recently, things look better for cattle producers, and particularly for Angus breeders, than they have in many years. But they are not so great that they can't be better. And how much better things get will depend in great part upon what we as individual cattle producers and Angus breeders do within the next few years.

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