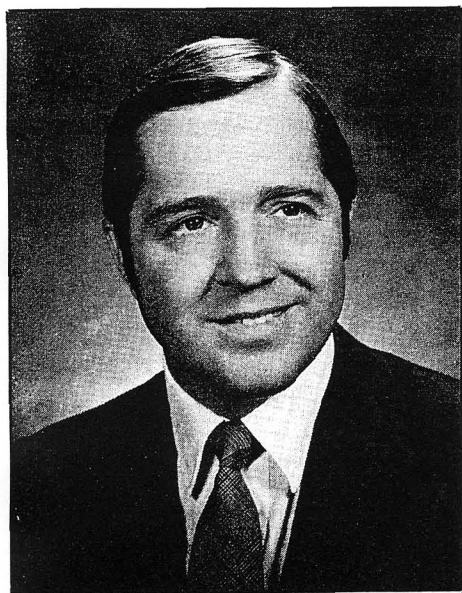


from the office

LEAD IN

by Dick Spader
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I wish there was some stroke of brilliance the American Angus Assn. could draw on to pull the beef industry out of the economic doldrums we now find ourselves in. Unfortunately, things don't work that way—there just aren't simple solutions to complex problems.

Fortunately there are a few bright spots for the Angus breed and for the cattle business in general.

The industry will begin this fall a \$9 million beef merchandising program in the major metropolitan areas where a high percentage of this country's beef is consumed. It appears that our industry has learned, since turning down the last Beeferendum, that we cannot survive as we have in the past. Promotion of our product, in competition with other protein foods, is a must.

State Association Checkoffs

It is also encouraging that a number of state Angus associations are approving checkoff programs of their own with the money slated to go to national beef education and promotion programs. We registered Angus breeders are leaders in the beef industry and it is important that we take a leadership role in this vital area of beef promotion and merchandising.

The introduction of the performance registration certificate offers all Angus breeders a way to make their good, performance tested Angus cattle more salable to potential buyers. Our business, like that of any other breed, hinges in the long run, on the sale of bulls to commercial cattlemen. The only reason commercial cowmen will use our cattle is if they believe them to be more valuable than unregistered or crossbred bulls, or bulls of another breed. The performance certificate offers you a way to document for buyers, registered or commercial, the work and thought that have gone into your breeding program.

Also Will Merchandise Females

While the performance certificate is possibly more valuable in showing the worth of a bull, it can also be a useful tool for merchandising females. Even if you are selling your registered females to commercial buy-

ers, it would appear that investment in a performance registration certificate for each of them would be justified. So if you plan to sell replacement females this fall, consider registering a few more of the good ones and using the performance registration certificate.

To some it may seem like an unnecessary expense in this time of economic crunch, but it also appears that transferring all the cattle you sell might be a wise long-range investment, particularly if that transfer is a performance registration certificate.

Any time you transfer an animal you may request that the new certificate be a performance registration certificate at no additional charge, regardless of whether the original certificate you are transferring was a performance certificate or not.

Remind Them of Added Value

Actually, any time you transfer cattle to commercial customers you are reminding them of the added value of registered Angus. When that transfer is a performance certificate, you provide the buyer with a document that is available nowhere else. If it is a certificate on a good animal with records that you are proud of, it is sure to build respect for you and for your Angus herd.

We may well be headed into another sell-off of beef cows, making this the shortest beef cattle cycle in history. If so, we are in for another few months of low prices and slack demand which will provide bargain priced hamburger and other beef cuts to the consumer. But we will bring supply and demand into balance before too long, which will return profit to our industry. Then, if we have learned our collective lesson, and are willing to work together and promote our product effectively to the consuming public, we should be able to expand beef consumption at profitable price levels.

At the same time, if we promote our breed effectively, there are few reasons why we can't also increase demand for Angus cattle and increase their percentage of use in commercial herds all over the United States.