

ASSOCIATION HIGHLIGHTS



Compiled by Julie Mais, editor

Angus LinkSM officially launches

Angus LinkSM, the new feeder-cattle program from the American Angus Association, is officially live and open for enrollment. Backed by the world's most comprehensive beef cattle genetic database through Angus Genetics, Inc. (AGI), the simple tool validates genetic performance potential of feeder cattle, which delivers value to segments across the supply chain.

Designed for the commercial sector, Angus Link has minimal requirements that must be met for calf crops to be eligible to enroll. At least 50% of the bulls used to sire the enrollment group must be registered Angus bulls, up to 50% of the bulls used to sire the enrollment group can be registered with other breed associations and no more than 25% of the bulls used can be non-registered bulls. Producers enrolling their calves must also provide details about the genetic makeup of their cow herd.

"Angus Link serves as a useful tool for commercial cow-calf producers to effectively communicate the genetic performance potential of their feeder calves to buyers across the nation," says Chris Engel, director of Angus Link.

In addition, the program serves as a benchmark to measure and track genetic progress and help ensure the next calf crop is better than the last.

Three scores will be given to each group of calves enrolled: beef score,

feedlot performance score and grid score. The foundation of the scores are the Association's dollar value indexes — \$B (beef value), \$F (feedlot value) and \$G (grid value), respectively. The three Angus Link scores are presented on a scale of 0 to 200, with the industry average feeder calf scoring 100 for each of those three scores.

Pricing is \$4.50 per head enrolled. As an incentive to encourage early enrollment in Angus Link, participants contributing to the first 50,000 head enrolled will have an introductory enrollment fee of \$4 per head, and the 50 cent-per-head savings will be reciprocated for each of their sequential enrollment groups if they continue to enroll their calves into the program each year.

Special pricing is available for participants who elect to dual-enroll their calves or yearlings in Angus Link and AngusSource[®]. To learn more about the program, visit www.AngusLink.com.

Angus Beef Bulletin redesigned

Cattlemen and women receiving the *Angus Beef Bulletin* will notice a modernized new look. The redesign, which features color throughout, a new editorial mix and a new vision, reflects the emphasis the American Angus Association Board of Directors and staff place on those who purchase registered Angus genetics.

"The heart of the Angus business is commercial cattlemen buying

registered Angus bulls," says Shauna Hermel, editor, referring to the *Angus Beef Bulletin* as the commercial cattleman's Angus connection. "We make our members successful by making their customers profitable."

The objective of the publication is to convey the management, business and marketing insights that will help commercial cattlemen realize the full potential of their Angus genetics. That includes providing practical advice from industry experts and fellow cattlemen, along with insights on how to fully utilize programs and services offered by the Association.

The *Angus Beef Bulletin* is mailed five times per year to 63,000 commercial cattlemen actively purchasing Angus genetics. Producers who purchase a registered Angus bull and request the registration paper be transferred into their name qualify to receive the publication for free for three years. Others wanting to receive the publication can subscribe for a fee at www.angus.org/ABBsubscribe.

Uruguay to host World Secretariat

Uruguay will host the next World Angus Secretariat March 18-29, 2019. The meeting will include a field trip visiting the major studs in the country from March 18-23.

Following the field trip will be conferences, country presentations, cattle and stud shows as well as jury and sales at the Convention Center in Punta del Este.

At a glance

OCTOBER 2018

1 NAILE entry deadline

NOVEMBER 2018

3-5 Angus Convention, Columbus, Ohio

12 National Angus Show, Louisville, Ky.

20 NWSS entry deadline

JANUARY 2019

11 YCC Sponsorship application deadline

16 NWSS Angus Bull Sale

16-19 NWSS Angus events

A related commercial and services exhibition will be hosted in conjunction with the conference from March 25-28.

The Aberdeen Angus Breeders Society of Uruguay (SCAAU) is responsible for organizing the 2019 World Angus Secretariat.

For more information, visit www.angusuruguay.com.

Coverage of ARSBC

The Angus Media editorial team coordinated online event coverage for the 2018 Applied Reproductive Strategies in Beef Cattle (ARSBC) symposium Aug. 29-30 in Ruidoso, N.M. The website — www.appliedreprostrategies.com — offers the summary, proceedings paper, PowerPoint presentation and audio of each speaker's presentation (as available) under the website's Newsroom tab.

New Mexico State University Cooperative Extension Service hosted the event in collaboration with the New Mexico Cattle Growers' Association, New Mexico Beef Council, Texas A&M AgriLife Extension Service and the Beef Reproduction Task Force. Speakers provided the latest information on the application of reproductive technologies including nutritional interactions, management and male fertility, among other topics.

National Angus Show

This year's National Angus Show will be Monday, Nov. 12, during the North American International Livestock Exposition in Louisville, Ky. A room block is available under "American Angus Association" at the Crowne Plaza Louisville Airport Expo Ctr. Call 502-367-2251 to make a reservation.

National Western deadline

Nov. 20 is the ownership (denoted as issue or process date

on registration certificates) and entry deadline for the 2019 National Western Stock Show (NWSS) Super-Point Roll of Victory (ROV) and junior Angus shows.

Submit your entries on time; no late entries are accepted. For information about the NWSS, visit www.nationalwestern.com.

Angus Convention

The 2018 Angus Convention is set for Nov. 3-5 at the Greater Columbus Convention Center in Columbus, Ohio. Nearly 2,500 cattlemen and women participated in the 2017 Angus Convention hosted in Fort Worth, Texas.

Providing educational sessions, business meetings, industry-leading speakers, renowned entertainment and an in-depth look at the *Certified Angus Beef*® (CAB®) brand, the 2018 Angus Convention will offer something for every progressive cattleman in attendance.

Angus University, sponsored by Merck Animal Health, during the Angus Convention will bring top-ranked speakers, including general

session speakers Mark Nutsch and Cameron Bruett. Nutsch is a Green Beret commander and will share his true-life story about leading others in unconventional warfare. Bruett is the lead for corporate affairs and sustainability for JBS® USA and member-at-large for the Global Roundtable for Sustainable Beef. He is a dynamic leader, and attendees should plan to listen to his one-of-a-kind presentation.

Afternoon breakout session topics of Angus University will include AngusLinkSM, marketing and advertising, modern cattle handling, CAB, genetics, foot scoring and more beef-centered subjects.

Angus Convention is a meeting place for breeders and industry influencers to exchange ideas and share a vision for the future of Angus genetics and beef worldwide.

Visit the convention website, www.angusconvention.com, to register and make hotel reservations for the three-day event, access a convention schedule, trade show map and more.

Foundation to sponsor YCC participant

The Angus Foundation will nominate and sponsor an Association member between the ages of 25 and 50 to attend the 2019 Young Cattlemen's Conference (YCC) — the beef industry and tour sponsored by the National Cattlemen's Beef Association (NCBA).

Sponsorship and program nomination is granted to an active Association and NCBA member using an application process. Applications were available Oct. 1 at www.angusfoundation.org and should be returned to the Angus Foundation no later than Jan. 11, 2019. Learn more about the YCC and the program's educational and networking opportunities at www.beefusa.org.

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CURRENT ASSOCIATION FEES

Following are the correct fees for various American Angus Association services. Be sure to send the correct amount of money with the work being requested, as incorrect payments are the main cause of delays.

REGISTRATIONS

Applications for animals less than 4 months of age	\$7
Applications for animals 4-10 months of age	\$9
Applications for animals 10-12 months of age	\$14
Applications for animals more than 12 months of age	\$27

TRANSFERS

Applications received less than 30 days from sale date	\$5
Applications received 30-60 days from sale date	\$7
Applications received more than 60 days from sale date	\$12

MISCELLANEOUS

Angus Herd Improvement Records (AHIR) fee (per first weight submitted)	\$3
Artificial insemination (AI) service certificate	\$10
Regular annual membership	\$80
Regular annual membership with Angus Journal subscription	\$130
Lifetime membership (optional to pay in three \$500/year installments)	\$1,500
Junior annual membership (less than 21 years of age)	\$20
Embryo-transfer (ET) calf	regular registration fee plus \$10
Cell-clone transplant calf	regular registration fee plus \$50

Rules of the American Angus Association are included in the Breeder's Reference Guide. Free copies are available from the Association. An online version is available through the "Rules and Forms" link at www.angus.org.

BREEDER'S REFERENCE

Symbols are used with a registration number to denote important information about an animal.

SYMBOL MEANING

#	Pathfinder cow or Pathfinder sire
+	Embryo transfer calf
^	Cell clone
%	Split-ET
@	Clone-ET
*	Parentage qualified to both parents and the mating

The American Angus Association currently recognizes the following genetic conditions:

CODE MEANING

AM	Arthrogryposis multiplex
CA	Contractural arachnodyctyly
D2	PRKG2 gene mutation for dwarfism
DD	Developmental duplication
DM	Double muscling
DW	Dwarfism
HG	Horn gene
HI	Heterochromia irides
M1	nt821 mutation for double muscling
NH	Neuropathic hydrocephalus
OH	Oculocutaneous hypopigmentation
OS	Osteopetrosis
RD	Red gene
SN	Syndactyly
WT	Wild type color gene

The following single-letter descriptors appearing after a genetic condition code shall have the following meaning:

- P - refers to a "potential" carrier based on an ancestor known to carry that specific mutation.
- F - refers to an animal tested for one or more genetic conditions and determined to be "free" of that specific mutation.
- C - refers to an animal tested for one or more genetic conditions and determined to be a "carrier" of that specific mutation.
- A - refers to an animal tested for one or more genetic conditions and determined to be a carrier of two copies of that specific mutation. It may or may not exhibit the phenotype associated with that genetic condition.

The following letter designations describe cases in which there is more than one genetic condition present:

- XF - Free of more than one genetic condition.
- XC - Carrier of more than one genetic condition.
- XA - Affected of more than one genetic condition.
- RTF - Recessive trait free (produced 35 or more calves from daughters without a genetic defect).

News from BIF available

Colorado State University hosted the 2018 Beef Improvement Federation (BIF) Annual Meeting and Research Symposium June 20-23 in Loveland, Colo. The Angus Media team provided online coverage of the event at www.bifconference.com.

Visit the Newsroom tab for summaries, proceedings, PowerPoint presentations and audio from this year's sessions.

Member Services updates

The American Angus Association Board of Directors approved to have staff create an option for members to have hard copy transferred certificates mailed directly to the buyer at a fee of \$3 per transferred certificate. This option will now be available for all to utilize starting with the current fall sale season with the \$3 fee beginning on Oct. 1.

The Board of Directors approved to adopt and utilize a best practices statement (see below) and to increase the DNA parentage correction fee to \$5 beginning Jan. 1, 2019.

Parentage Best Practices

When submitting calves with unknown parentage, or if you use multi-sire pastures, it is highly recommended that you test the calf for parentage prior to registering. At the time you submit the DNA sample on the calf for parentage testing, the calf will be assigned a temporary number (BIR Number). Then provide all possible sires by creating a sire group. This will allow the DNA to direct the system to determine the correct sire, allow us to make the correction on the calf's weight data, and then you can submit the registration application and register the calf correctly. This procedure will ultimately save you time and a lot of extra effort.

To create a sire group, go to Member Login/My Herd/Animal Groups/Create Sire Group. In the "Sire Group Identifier" box type in

the name for your sire group. An example would be 2018 sires, North Pasture, etc. Click on “Add New Sire” and type in the registration numbers for your sires. Click on “Save” when finished. If you need to add additional sires you can do that by clicking on “Add Additional Sires.”

Added AngusSource® programs offered

The American Angus Association offers comprehensive AngusSource® programs and services aimed at improving profitability in the commercial sector of the cattle industry. AngusSource is a USDA Process Verified Program (PVP) that verifies source and group age with optional programs that include NHTC, AS-NE3, AS-CCH and AS-CM.

- **Age and Source:** For Age and Source verification, animals must be traceable to the ranch of origin and have records documenting the first calf born on the operation.
- **Non-Hormone Treated Cattle (NHTC):** This program

requires cattle never receive any type of added hormones during their entire life cycle. It does not include regulations on antibiotics or animal byproducts.

- **AS-NeverEver3 (NE3):** Through the AS-NE3 program, animals may not receive any antibiotics, animal byproducts or added hormones.
- **AngusSource — Cattle Care and Handling:** This program raises consumer confidence by documenting proper management techniques, being BQA certified and showing a commitment to quality within the beef industry.
- **AngusSource — Calf Management:** This program improves the confidence of the buyers. Participating cattle producers will document their preventative animal health program prior to delivery.


For more information and for enrollment requirements and fees, visit www.angussource.com.

The Angus Report

The Angus Report delivers Association and industry news each week on RFD-TV. Catch the original broadcast at 7:30 a.m. CDT Monday morning. Each program is rebroadcast Saturday at 1:30 p.m.

State Angus associations, publications, breeders and others looking for website content are encouraged to post segments on their websites. Videos will be updated regularly at www.angus.org and through the Association’s Facebook and Twitter pages.

Purchase photos online

While in the show ring or covering events, Angus Media staff capture thousands of photos. Many can be found at <https://photo.angus.org>. The Association recently released new prices and offers digital downloads, photo prints and other gift items, such as magnets, photo books, keychains and more. Contact the Communications Department at prphotos@angus.org or 816-383-5100 for more information. 

Angus Genetics Inc. hires geneticist

The American Angus Association and Angus Genetics Inc. (AGI) welcome Dr. Duc Lu as a research geneticist.

In his position, Dr. Lu will analyze AGI’s delivery of weekly genomic evaluation, continue to expand the knowledge of genetic evaluation, analyze high-density genomic data, and research new procedures, processes and techniques to help improve genetic and genomic evaluation.

“Dr. Lu has a rich history in genomic and genetic research and analysis, which makes him a perfect fit for this position,” says Dr. Stephen Miller, AGI director of genetic research. “He certainly brings with him a wealth of understanding and knowledge of genetics and how we can better analyze and test to further the Angus breed in the future.”

Dr. Lu has extensive experience with analyzing genomic data. He completed his Ph.D. from the University of Guelph, Ontario, Canada in 2012. There, he analyzed some of the first high-density genotype data related to feed efficiency in beef cattle. His

postdoctoral fellowship with the Livestock Gentec Centre at the University of Alberta provided the key analysis capabilities to lead a pan-Canadian Cattle Genome Project.

From 2014-2016, Dr. Lu was a scientist with AgResearch Ltd. in New Zealand where he helped develop new methods for imputation using sequence data and investigated genomic regions related to beef quality.

Since October of 2016, Dr. Lu has been with North Carolina State University’s department of animal science. He investigated potential interaction between a host genome and its gut metagenomes in swine in relation to animal performance

including growth and efficiency.

“Dr. Lu will be a tremendous asset to our team,” said Dr. Dan Moser, AGI president. “With his skill set and advanced research history, he will be helping AGI continue to add more value to the beef industry and the Angus breed. We are thrilled to have him join our team.”



Dr. Duc Lu