

# from the office

## LEAD IN

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The American Angus Assn. has the largest national breed advertising budget of any registry association in the world. Yet, in some parts of the country Angus cattle are being out-advertised by other breeds. The difference is in individual breeder advertising.

In one north central state recently, a group of Limousin producers put together a cooperative advertising program that seemed to many Angus breeders in the area to literally blanket the airwaves. And it increased demand, many people thought. In response, a group of Angus breeders in that state is now organizing a cooperative radio advertising program that will exceed in effectiveness the program of the competition. But things don't always happen this fast.

In some parts of the southwestern United States where Angus registrations are large, Angus breeder advertising is scarce in local livestock and farm publications. Too often Brangus, Beefmaster and even Longhorn advertising dominates.

The situation is one that must be remedied, but it at least is understandable. Angus breeders survived and prospered for years with a minimum of advertising and promotion. As a result some were not prepared to meet the competition from the producers of continental and crossbred breeds. These breeds, beginning in the 1960's, carved out a position for themselves in the existing cattle industry long dominated by Angus, Hereford and Shorthorn. They did it, in large part, through strongly competitive advertising, merchandising and salesmanship. Those aggressive promoters of exotics are the ones who survived; they are our competition today, and they have not slowed their promotion effort. Angus breeders who have not developed advanced advertising skills sometimes find they are out-promoted and out-

advertised on a local level by producers of cattle that do not have the advantages to offer the commercial cattlemen that Angus do. The statement "he's a sharp promoter" still carries a somewhat negative connotation among many of us.

To help overcome these attitudes, to help Angus breeders better understand how advertising works and to demonstrate how to produce good advertising, the American Angus Assn. is sponsoring a special advertising program on Nov. 14 during the North American International Livestock Exposition in Louisville, Ky. The title of this open committee meeting is "Advertising . . . How to Get More Bang From Your Bucks!" Two guest speakers will explain what advertising is, how it works and why it works. They will also critique a variety of livestock advertising to point out what is good and what is bad about it, and how it can be improved. You should go away from this meeting with a better understanding of advertising and what it can do for you. And, most importantly, you should be able to use the information to improve the effectiveness and efficiency of your own advertising program.

The meeting is also being held in conjunction with the 99th Annual Meeting of the American Angus Assn. And since TWA has been named the official airline for this meeting, they are offering 30% discounts off regular coach fare to Angus people. If you fly from Denver, for example, this will amount to a saving of about \$150. To reserve your discounted tickets to Louisville, the annual meeting and the Angus advertising meeting, just telephone Passport Travel, toll free, 1-800-255-6969 and ask for the Angus discount to Louisville. I think you will find the three days entertaining and informative.