

Ireland



South Africa



Uruguay



Canada



Australia



United States



Argentina



Chile



Mexico



New Zealand



Paraguay



Sweden



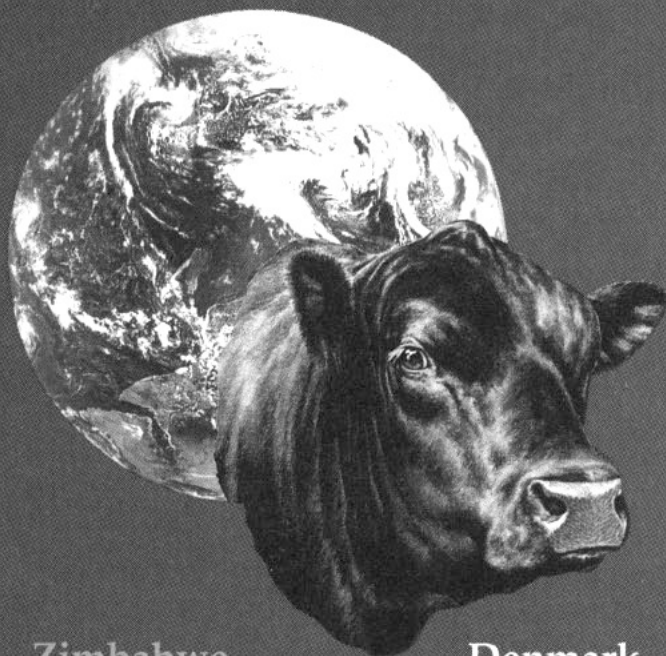
Zimbabwe



Denmark



Scotland



WORLD OF OPPORTUNITY

1993 WORLD ANGUS FORUM • USA

A WORLD OF OPPORTUNITY

The 1993 World Angus Forum and Angus Across America Tour are now history. I'm sure I'll show my prejudice, but I believe it was the best overall Angus activity I've ever had an opportunity to work with for the American Angus Association.

The herd visits were excellent, the hospitality superb and the weather acceptable to great. I was most pleased with the positive response to U.S. Angus by our foreign guests. It was probably best summed up by Australian Angus Society President Lew Smit when he said, "many of the cattle we have seen are cattle that can be used in Australia."

We set out to show breeders from 11 foreign countries and from 29 U.S. states on the 2,865-mile Angus Across America Tour a good overview of U.S. beef production. I believe we accomplished that goal.

Thank you all for the support along the way!

Richard J. Spader

Seventh World Angus Forum & Tours A Resounding Success

The Angus world was centered on the United States last month when the American Angus Association hosted the Seventh World Angus Forum Sept. 19-21 in Rapid City, S.D. Representing virtually every major Angus breeding country in the world, breeders from 11 nations attended.

The World Forum was last held in the United States in 1973. It was the Second World Angus Forum, held on the centennial anniversary of the first importation of Angus cattle into the United States. The next World Angus Forum will be hosted by Australia in 1997.

To give foreign guests and others a comprehensive look at the U.S. Angus and beef cattle industry, the American Angus Association coordinated a unique Angus Across America tour, Sept. 13-26. Tour participants arrived at Kansas City International Airport and St. Joseph, Mo., Monday, Sept. 13.

On Tuesday morning, Sept. 14, delegates to the World Aberdeen-Angus Secretariat conducted a business meeting. An open house for foreign guests, tour participants and area breeders was held that afternoon at Association headquarters in St. Joseph.

The group of 210 people began the first leg of the tour on Wednesday, Sept. 15. They viewed farming, cattle raising and feeding operations in Missouri, Iowa and eastern Nebraska. After a visit to Husker Harvest Days, a major farm show held near Hastings, Neb., guests traveled through the famed Nebraska Sandhills ranch country and arrived in Rapid City Saturday evening, Sept. 18.

The World Forum kicked off in Rapid City with a cattle display, Native American dancing, an Old West Barbecue dinner, and a trip to the famed Mt. Rushmore National Monument for the dramatic night lighting ceremony.

The formal program Monday, Sept. 20, explored the theme, "ANGUS — A World of Opportunity." See accompanying story on page 22 for speech highlights.

The 1993 Angus Journal Land Stewardship awards were pre-



sented at the end of the morning program. Honored were William Ausley, Nokesville, Va.; Cecil Davis Sr., Marshfield, Mo.; Greg Gould, Ulm, Mont.; and Ken Johnson, Tompkinsville, Ky.

Their conservation practices, farms and families were featured in a special slide show. Lawrason Sayre, 1991 Land Stewardship Award winner from Maryland, shared his thoughts on conservation and why it's so important in today's agriculture industry. Sayre serves as

a spokesman for the National Cattlemen's Association after winning the NCA's Environmental Stewardship Award.

Special guest speaker at the noon lunch was Mark Lee, NASA astronaut and Angus breeder from Wisconsin. Lee thrilled the audience with a film of his September 1992 space shuttle flight. He also gave an inspiring speech on why he became an Angus breeder.

The afternoon program featured reports and films from country representatives, who reported on the status of Angus cattle and the Angus business around the world.

Black Hills & Montana Tour

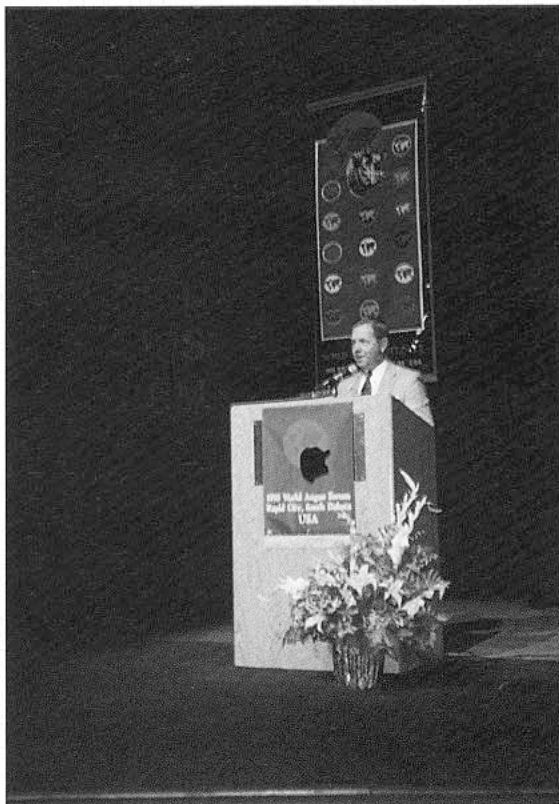
On Tuesday, Sept. 21, more than 600 people enjoyed a tour of the Black Hills area, Crazy Horse monument, as well as the Mt. Rushmore and Bakers LEMAR Angus ranches. This tour was sponsored by the Black Hills Angus Association.

Wednesday, Sept. 22, the short version of the Angus Across America tour traveled to the Badlands and then east across South Dakota to visit Bon View Farms, Canova, S.D. They returned to St. Joseph and Kansas City Sept. 23. The remainder of the group left Rapid City for the second half of the Angus Across America tour. This portion of the tour looked at the Angus business in Montana, and joined, for one day, the famous Montana Angus tour.

Later the group traveled through Yellowstone National Park and Grand Teton National Park before arriving at the International Airport in Denver Sept. 26.



A new limestone sign welcomed visitors to the American Angus Association in St. Joseph, Mo.



Richard Spader, executive vice president, gives the Secretariat meeting report at the World Angus Forum in Rapid City.



World Aberdeen-Angus Secretariat participants were: (l to r) Brian Angus, Jurie Geldenhuys, South Africa; Lew Smit, Australia; Robert Anderson, U.K.; Dr. Dale Aylward, Canada; Martiens le Roux, South Africa; James Playfair-Hannay, U.K.; Paul Meier, American Angus Association; Horacio Gutierrez, Argentina; Keith Stevenson, American Angus Association; Enid Fisher, Australia; Barry Ambrosia, Canada; Ricardo Jorge Orazi, Argentina; Alan German, U.K.; Luis Maria Firpo Brenta, Argentina; Richard Spader, American Angus Association. Not pictured are: D.C. Nicol, Australia; Philip Newman and Eric Jagger of New Zealand.



Participants enjoyed a hearty lunch and conversation at the Secretariat meeting.

Thomas Sutherland Tells Breeders: It Will Be Done!

Thomas Sutherland has spoken to more than 400 groups and traveled throughout the United States since his release in November of 1991. He jokes that standing in front of a crowd and talking for 50 minutes is "no problem for an ol' college professor." Still, he has to admit his life has yet to return to normal.

Sutherland, an animal scientist and educator, was one of six U.S. hostages held by terrorists in Beirut, Lebanon. For 2,354 days, bound with leg iron chains, he was a prisoner. For 6 1/2 years his life was put on hold.

Along with his new-found freedom, today he shares a message of courage, survival skills, patriotism and world unity with his audiences. The message is often intertwined with light-hearted tales and observations. Whether it's a survival tactic or just the Scotsman coming out in him, Sutherland has not let anyone chain his humor.

Of all the groups Sutherland has ever talked with, agricultural groups appeal to him the most. So it was with eagerness and enthusiasm that he accepted the invitation to speak at the American Angus Association's World Angus Forum kickoff banquet Sept. 14 in St. Joseph, Mo.

"I'm a farm laddie — born and raised in Scotland," Sutherland said. "My family had a dairy farm. We had a few head of beef cattle around, too — Aberdeen-Angus. In fact, while growing up I didn't know there was any other color of beef breed than black."

Sutherland came to the United States in 1954 as an eager 23-year-old looking to advance his education and opportunities. He enrolled at Iowa State University as an animal sciences graduate student, earning his masters degree in animal breeding.

He taught animal science courses at Colorado State University, Ft. Collins, then was offered the position of dean of the agricultural school at American University in Beirut.

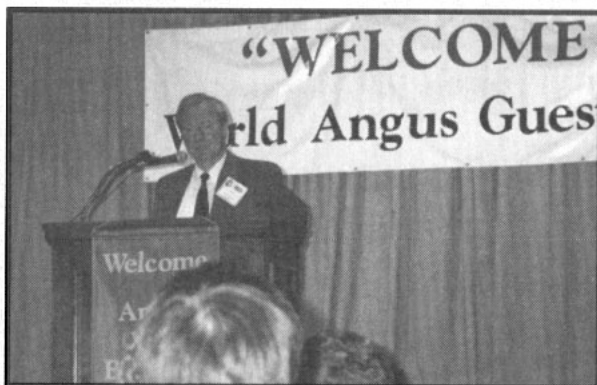
While visiting with fellow Scotsmen and other foreign visitors before the World Angus Forum banquet, Sutherland felt a kindred spirit. "All of us agreed that America is really a remarkable place," he said. "You have no time for hype or tradition."

Sutherland discovered this American philosophy soon after moving to Iowa in 1954. "You're always trying to find a better and more efficient way to do things. That's the American way. It's the core of your agriculture industry. And it carries over to your cattle breeding and association programs," he said.

Sutherland also reminded the audience that we're living in a fast moving age. All cattle breeders are going to have to face the challenge of dramatic changes in our beef industry. Changes due to advanced biotechnology, such as gene marking and identification, are on the horizon.

"You have already met a lot of challenges," he said. "You do it by working together. That's the great thing that impresses me — the cooperation in a breed association where everybody gets together to work for improvement."

Sutherland also pointed out the importance of a World Angus Forum. "You have many different countries coming together to discuss and share ideas. The end result is better cattle and a better beef product. Don't ever down-play your role — you are setting the stage for the rest of the world. Peace, harmony and unity are possible."



"Many believe that Scotland's greatest export product is Scotch whiskey. Others say it's Scottish immigrants. But I believe Angus cattle are the best export ever."

— Thomas Sutherland



A group of 340 Angus breeders and Association employees enjoy the kickoff banquet in St. Joseph.



"100,000 Welcomes" is the inscription of this Gaelic sign presented to the American Angus Association by John O'Connor of Ireland (center). Also shown are (left) James Playfair-Hannay, Scotland, and John Crouch, American Angus Association.

AMERICAN ANGUS ASSOCIATION OPEN HOUSE



Brian Swartz, American Angus Association Director from Illinois, explains Association activities to visitors.



Jenny Stickle and Tracey Erickson of the Certified Angus Beef Program designed this colorful and educational exhibit for the Open House.



SUSAN SHOUP PHOTOS

Frank Murphy and his autographed prints were a popular attraction at the Association Open House.



After a tour of the Association office, Angus guests relax and visit in the lunch room.



The Association's newly renovated library and exhibits gave visitors a historical view of the Angus breed.

Beef's Future Hinges on Consumer Satisfaction

An industry that doesn't prepare for the future may end up without one. The future of the beef industry hinges upon the efficient production of high quality beef which builds consumer confidence and fills their wants and needs.

This message was delivered time after time at the 7th World Angus Forum, Sept. 19-21, in Rapid City, S.D.

"Meeting the needs of your customers is something every successful business must continually strive to do," Jeff Savell, World Forum keynote speaker from Texas A&M University, College Station, told more than 700 Angus breeders from 11 foreign countries and 29 U.S. states. "Producing a product for a (specific) market, rather than producing a product and trying to find a market for it, are two (different things)," Savell said. He suggested that most beef producers have done the latter.

Savell, as did other speakers, cited figures from the National Beef Quality Audit, to show the need for producers to cut costs, eliminate waste fat and improve marbling in beef. He urged producers to alter breeding and feeding practices to produce beef which meets consumer specifications and that is "consistent and repeatable." Speaking to Angus breeders Savell said, the Angus breed can help the rest of the beef industry to improve carcass quality.

LACK PRICE INCENTIVES

Citing the need for feedlot operators and packers to send more clear signals back to beef producers, Savell said, "Producers have been frustrated at the apparent lack of monetary differentiation among market animals with great variation in quality and carcass composition. Producers tell us that if the packers will only pay us for what our animals are really worth, we will produce anything they want."

In a closing challenge to the World's Angus breeders, Savell said, "An obvious strength (of the Angus breed) lies in the marbling ability of Angus cattle, but not all Angus cattle marble well. An obvious weakness lies in excess trimmable fat of Angus cattle, but not all Angus cattle produce too much fat. Working to find the correct combination of marbling ability without (excess) waste fat is the challenge that Angus producers face."

A panel of four industry experts representing the commercial producer, feedlot operator, packer and consumer discussed the needs of the respective businesses.

Ken Stielow, who runs a commercial cow-calf operation near Paradise, Kan., and feeds out all the feeder cattle he produces, said his operation has changed. In the 1960s he began crossbreeding his Angus cow herd, first to British breeds and then to exotics, in search of the most profitable feeder calf.

A NEW DIRECTION

"In 1982 we looked at our calf crop and didn't like where we were headed. It seemed each new cross was a roll of the dice. We didn't know what to expect," Stielow told the group.

At that point Stielow began studying expected progeny differences (EPDs). "I had read and observed the progress that breeders such as Henry Gardiner from Kansas, and others, were already making using performance data and EPDs. The result was that in 1983 we sold all of our crossbred cows and heifers, and with the exception of some Amerifax, have used only Angus bulls since. I want to tell you that 'purebred commercial herd' should not be considered a four-letter word," Stielow said.

In many herds across America cattle producers are not replacing the next generation with cows that are as good or better than their mothers, Stielow said. Producers should stack generations for carcass quality.

"I think the day is rapidly approaching when it will be even more economically advantageous to have consistently superior beef carcasses to sell," he said.

KNOWLEDGE WORTH MONEY

Warren Weibert, owner of Decatur County Feed Yard near Oberlin, Kan., urged cattle producers to learn more about their cattle, and improve their efficiency and carcass quality.

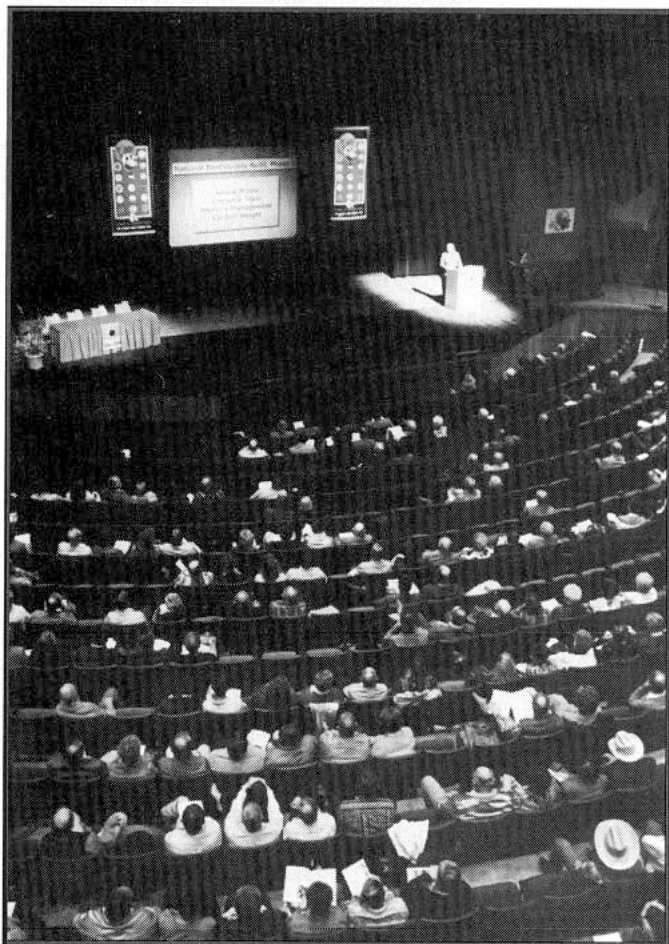
"Today, more than ever before, knowledge is power and is worth money," he said.

In the future his firm intends to form strategic alliances with producers and packers which will help institute value based marketing systems.

A feedlot operator who sells to Certified Angus Beef Program licensed packers, Weibert's goal is to produce a consistent CAB™ product. "Packers usually pay top dollar for a pen of all black Angus cattle . . . possibly intending for the carcasses to go into the CAB Program," he said.

Packers are close trimming more and more beef, reported

WORLD ANGUS FORUM SCENES



A power-packed lineup of speakers and topics drew a crowd of more than 650 Angus producers to Rapid City's Rushmore Plaza Civic Center Sept. 20.

Dell Allen of EXCEL Corporation. Because of this, he said, "There will continue to be greater pressures (exerted) against producing animals with even average amounts of external finish."

MUST BE LEAN AND CHOICE

But Allen warned that lean beef does not mean low grading beef. "Despite this push to leaner beef, a large percentage of our customers want it also to be USDA Choice in quality."

How do producers get more cattle to grade Choice? Allen says the best way is to increase genetics for marbling. During the last few years the fed slaughter has averaged about 65 percent USDA Choice or better. EXCEL's figures show that of the 35 percent of carcasses that fail to make the grade only 5 percent fail because of maturity or age problems.

"This means," he said, "that 30 percent (do) not grade Choice or higher (because they) lack sufficient marbling."

EXCEL is a licensed Certified Angus Beef packer. "The CAB Program, through the licensing of both suppliers and dealers, has created a value-added product that improves the returns of all participants," Allen said. "It has added price premiums to Angus cattle in feedlots, especially in those areas where there are competing CAB packers."

"There is no question that fulfilling the wants, needs and expectations of consumers is the No. 1 priority for the continued success of the beef industry," Bob Van Stavern told the World Forum audience. The professor emeritus at Ohio State Universi-

ty, Columbus, is an expert in beef quality and consumer preferences.

BOTH QUALITY, CONSUMPTION DOWN

Citing the need for improving quality, while noting the industry's failure to do so, Van Stavern said, "The 1991 National Beef Quality Audit revealed that since 1974 the marbling level (of USDA graded beef) has decreased by two-thirds of a USDA marbling score. During this period, beef consumption also has declined.

"The ability to develop marbling is highly heritable," Van Stavern said. "More of us need to learn about our cattle through the performance programs of our breed associations and through carcass data programs and sire evaluation programs."

How do registered beef cattle seedstock producers balance all the demands being placed upon the cattle they produce? This was addressed by Tom Field of the Colorado State University animal sciences department, Fort Collins.

"The seedstock industry faces the task of making the transition from being focused on creating change to the task of improving consistency," Field said. "Cow-calf production in the next decade will be driven by a focus on lowering production costs while improving consistency of performance in the feedlot, on the rail, and on the dinner plate. Profitable seedstock producers will be those who help cow-calf producers achieve these goals."

FIVE AREAS OF CONCERN

Seedstock producers in the years ahead need to be concerned about five things, Field said. They are:

1. Feed efficiency
2. Calving ease
3. Mature size
4. Marbling
5. Cutability

The single greatest advantage of a bovine is its ruminant digestive system, and seedstock producers must breed bulls that help their customers cut production costs. Producers, in order to be efficient, must not rely on expensive supplemental or harvested feeds, Field said.

Increased growth, mature size and lactation require greater feed inputs, he said. This is why it is important to match cow size and milk production to an area's forage and environmental conditions.

Selecting for maximum growth rates may be antagonistic to superior reproductive performance, Field explained. Several studies show that large-sized females are inferior to both small- and intermediate-sized females relative to pregnancy and calving rates.

WATCH CALVING DIFFICULTY

Another limiting factor for many cow-calf herds is calving difficulty, Field said. This is another area where seedstock producers need to be cautious. "Absolute selection pressure for enhanced growth rates will likely lead to economic and biological inefficiencies due to increased dystocia," he said.

Field also cautioned Angus breeders about taking too much long term comfort in today's market conditions which favor black-hided cattle.

"Black hide color is being used as an indicator of marbling. In the short term, that has been good for the merchandising of Angus bulls," Field said. "However, it would be a mistake to count on that trend holding for the long term. Too many other breeds have jumped on the 'black bandwagon' and eventually cattle buyers will find that hide color is a poor proxy for quality. Nothing can take the place of knowing precisely how your cattle perform."

Editor's Note: For copies of specific speeches from the 1993 World Angus Forum program, contact Keith Evans or Susan Shoup at the American Angus Association, (816) 233-3101.

"I want to tell you that 'purebred commercial herd' should not be considered a four-letter word."

—Ken Stielow



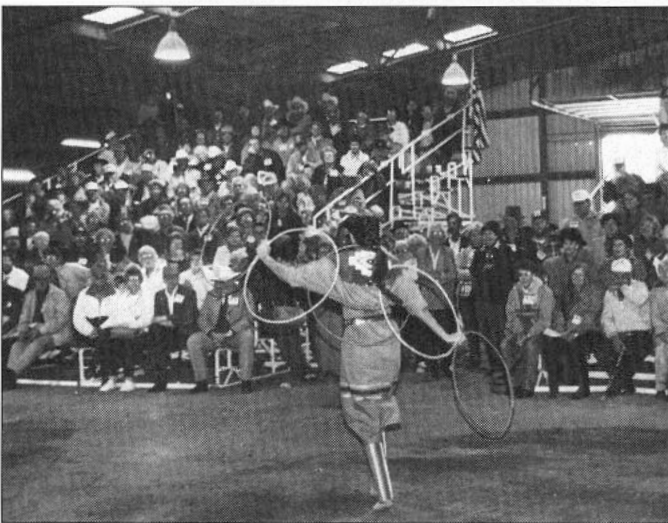
Mark Lee (right) and his father, Charles, joined Angus breeders from across the world at the World Angus Forum banquet in Rapid City.

CENTRAL STATES FAIRGROUNDS

Culture, cartoons and cattle



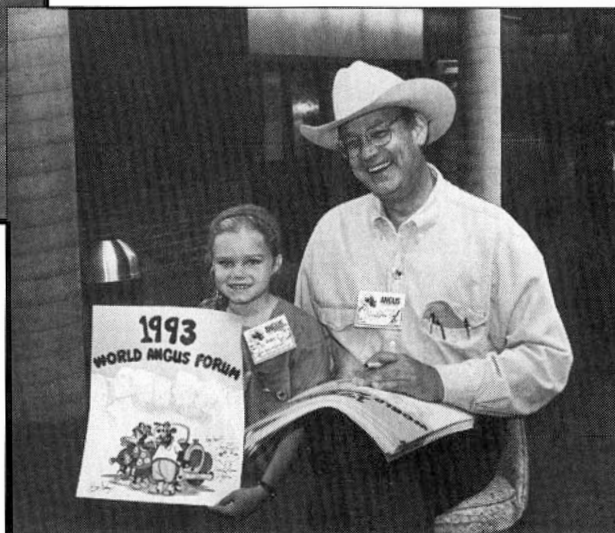
Angus breeders watch a Native American ceremonial dance demonstration at the Central States Fairgrounds.



A hoop dancer performs for the World Angus Forum audience.

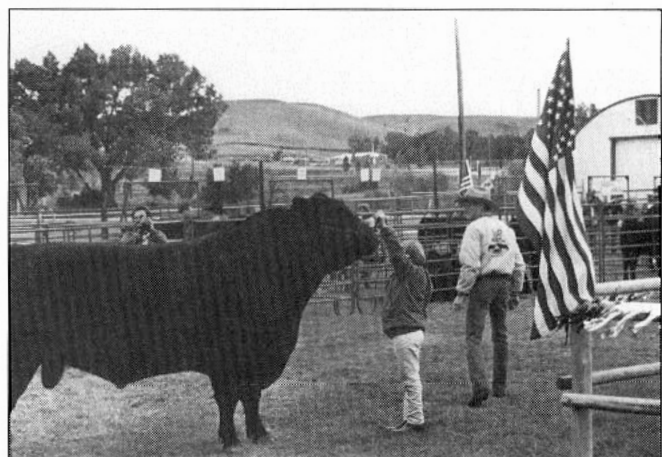
"It's amazing how you can get this many people from so many different countries together and they get along so well."

— Jim Shirley,
AAA regional manager



Hart Harrison was one of the many lucky Angus enthusiasts who met Jerry Palen and received his autographed cartoon at Rapid City.

JERILYN JOHNSON PHOTOS



Angus cattle were on display at the Central States Fairgrounds for both live and video viewing.