

MEMBERSHIP TIPS

by Jerry Cassady
director of member services



Straight talk

The American Angus Association staff is responsible for providing the best service possible for its members. We try hard every day to exceed your expectations.

Lessons from the 'bean field'

Like many of you, growing up in agriculture provided me with the opportunity to gain a host of life skills; most were taught by our parents. One lesson I learned and still use each day is that if you are going to do something, do it right.

My dad was a meticulous farmer. Everything was done to perfection. Each task was met with this expectation, and walking beans was no exception. Every weed had to go. When we tried to take shortcuts, we would have to hop out of the truck at a later date and get the stragglers. Pull every weed, no exceptions.

The member services department, tries hard to “do the right thing” each day — regardless of the situation. If at the end of the day if we have used common sense and follow this rule, we can all sleep better at night. Theodore Roosevelt once stated, “Knowing what’s right doesn’t mean much unless you do what’s right.”

CSR vs. personal secretary

When you need assistance and call the American Angus Association, you will likely be routed to one of our customer service representatives (CSRs). These folks are trained to assist customers with a wide array of issues ranging from registrations to

regulations. We can do a lot for our members, but we cannot do it all.

With more than 25,000 members, coupled with countless commercial producers, vendors, academia and miscellaneous folks to answer to, it is not uncommon for your member services department to field in excess of 350 calls each day. We treat each call with the respect our members deserve. Answering questions and providing direction to the best of our ability is what our team does best.

Phenotype still matters

The American Angus Association database is truly the envy of the beef industry, and now includes more than 500,000 genotypes. As a result, we are often asked if collecting weights and measurements is still important. The answer is simple: Yes, it is still important.

Let’s review — phenotypic information is what you can see and measure (i.e. weights, scrotal measurements, hip height, etc.) Genomic information is derived from the animal’s DNA.

Genotyping animals does not replace the need for phenotyping. The submission of blood, hair or tissue samples does not replace the need to also include the collection and submission of weights and

measurements. The phenotypes collected and submitted by our membership are the basis of all our expected progeny differences (EPDs) and these phenotypes “train” the genomic information. The genotypic information relies on this phenotypic information for direction.

What about accuracy? The highest EPD accuracies are obtained when using a combination of DNA information coupled with the submission of weights and measurements. Ignoring phenotypes would limit the accuracy possible of the resulting EPDs.

Genomic predictions alone are not the complete picture, merely an additional piece to the puzzle. Keep collecting and submitting your data, this strengthens our database with each generation.

Parentage SNPs definition

What does it mean when you see **Parentage: SNP** on a registration paper? This means the animal

Registration designations

Quaker Hill Rampage OA36 Reg: AAA
+*16925771 Bull

[AMF-CAF-DDF-M1F-NHF-OSF-RDF]
Birth Date: 09/11/2010 Tattoo: OA36

Parentage: SNP

Genomic: PF50

Genomic Prog: 9251

Parents Qualified

has parentage markers on file with the Association. It does not mean this animal has qualified to his parents. For that designation, look for the asterisk preceding the registration number (see sidebar). This designation has been added if the individual animal has qualified to both parents through DNA testing.

Note — a common misconception is that DNA parent verification can solve all ancestral parentage issues, when in fact, DNA parent verification can only go back one generation.

Lethal genetic conditions

Let's review the lethal genetic condition policy. If a calf is a potential carrier of AM, NH or CA submitted for registration after Sept. 13, 2012, or if a calf is a potential carrier of OS submitted for registration after May 17, 2016:

Heifers — must be tested and can be registered regardless of the test outcome.

Bulls — must be tested and only those that test free of a lethal condition can be registered.

Steers — no test is required for registering steers.

Note — It is important to remember, genetic defects are reported to the American Angus Association; your Association doesn't go looking for them. Reporting abnormal calves is actually a component of your membership that is agreed upon by each member, as described in Rule 300 found in the *Breeders' Reference Guide* (see sidebar).

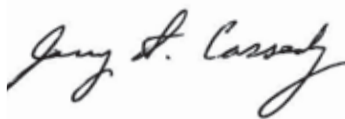
Rule 300: Notification to the Association

Any member owner who becomes aware of an unusual physical abnormality, either in an animal registered with the Association or in an offspring of an animal registered with the Association, is required to notify the director of member services.

Confirmed carrier AI sires — Calves cannot be registered that are conceived more than 60 days after the date a non-owned bull (a bull that would require an AI [artificial insemination] Service Certificate) is listed as a carrier animal. Embryo transfer (ET) calves conceived artificially by non-owned AI bulls with embryo removal dates after 67 days following the date on which that sire is listed as a carrier would also be ineligible for registration.

Merry Christmas

December can be cold and dreary for most areas in our country, but the month can also be a very special time of year for family and friends to reconnect during the holidays. All of us in your member services department would like to wish you and your families the very best during this special time of year.



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If you have any questions regarding the issues discussed, please contact the member services department at (816) 383-5100.

Where Great Cows Create Great Bulls Selling Embryos Worldwide



See in Denver!

19197365
2/10/18

O'Neills Delia 794

Black Bardolier x Prime Star 80
High-Marbling bull • 794's Maternal brother sold for \$9000 • Full sister, high IMF female in 2017 calf crop at 9.67.



See in Denver!

19151084
3/3/18
Wt.1035# Oct 22

O'Neills Justify 98

Black Bardolier x Expedition
Top 1% YW-RADG-CW-SF-SB • Maternal Brother sold \$10,000 • Selling Full Sibs at 2019 NWFF

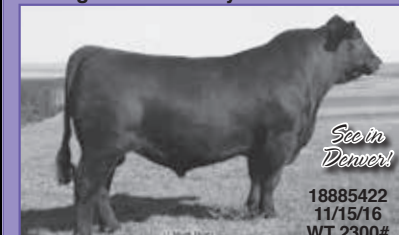


See in Denver!

19151085
2/22/18
WT 1000# 10/22

O'Neills Excursion 78

Expedition x 9Q13 x 004 Pathfinder®
Maternal brother to Poundmaker
His full sib embryos sold \$1600 ea.
Selling Full Sib Embryos at 2019 NWFF



See in Denver!

18885422
11/15/16
WT 2300#

O'Neills Frontiersman 796

Frontiersman x Expedition
Reserve Senior Champion IA State Fair • One of the Best Footed, Soundest Bulls we have raised

For Show Heifers • Herd Bulls • Foundation Females • Embryos & Semen watch our web site:
www.oneillangusfarm.com

67 Years Breeding Quality Angus



O'Neill Angus Farm

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