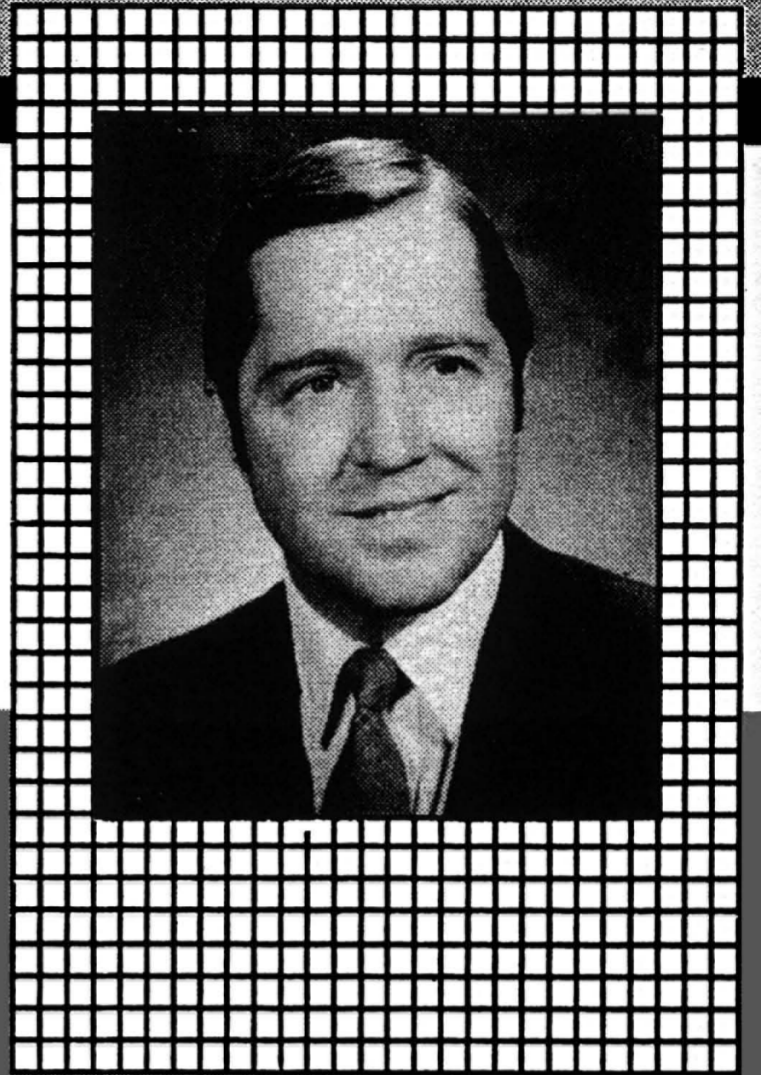


# LEAD IN

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A revolution has started in the beef business, a major farm newsletter stated recently. This revolution, that most of us are well aware of, will change not only the way beef is merchandised, but the way it is bred and raised.

Those changes, which include more quality, more prepared beef dishes and less fat trim coupled with cattle uniformity and increased efficiency, offer more opportunities for registered Angus breeders than are available to producers of any other breed.

We have been preaching it for a long time in the Angus business, but now feedlot operators and packers are beginning to be more conscious of uniformity in the cattle they buy. More and more they demand cattle that are the correct size, that will grow fast and efficiently but still grade USDA Choice, with minimum fat cover at acceptable carcass weights.

This is bound to put pressure on commercial cattle producers to do a better job of raising feeders. Mongrelized herds will disappear. What is happening and has already happened in some states is going to set the pattern in most other areas of cattle country. We will see a return to British breed crosses and even to straightbred Angus commercial herds. If you want to get your battery charged about the Angus breed, plan a trip to Montana and other western states and witness the large number of straight black herds of commercial cattle. In fact, the American Angus Assn. is going to give you a reason to do that in September, 1988. We will sponsor a National Angus Conference in Billings on September 15 and 16. Mark your calendar now, and we will give you more details about that later.

Purebred Angus breeders can take advantage of this trend in its early stage. We can make sure we have cattle, bred for

performance, that will provide the kind of genetics that more and more commercial producers need and want.

In advertising and promotion you must point out that Angus bulls are bred to provide the size, uniformity, and quality that they need. Angus breeders can literally simplify the life of commercial cow-calf producers. If these people will just use Angus bulls, they can obtain growth and efficiency, in addition to all the other Angus advantages, like uniformity, marbling, no horns, no sunburned udders and other qualities that make managing a cow herd easier and more profitable.

What's more, we have the Certified Angus Beef program that makes increasingly larger and larger waves in the branded beef market. This is an added advantage that no other breed can offer their customers. And to make things even better, we now have the Certified Angus Feeder program that will one day identify Angus bulls that will sire an even higher percentage of steers and heifers that qualify for CAB.

I suppose that not everyone will get in on this revolution. There will continue to be too many invisible herds out there in the country—herds that have the right kind of cattle, but that don't have a sales and merchandising program that attracts good buyers. There will also be herds that ignore the unexcelled value of performance records and how they can help breed and merchandise a specification product.

But for the vast majority of Angus breeders, the revolution that is beginning will offer opportunity that has not been available for a quarter-century, or more. It is an exciting and increasingly profitable time to be in the registered Angus seed stock business.

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