

Celebrate 20th anniversary National Junior Angus Show



Older members of the National Junior Angus Association teach younger members the techniques of grooming a show animal at one of the many junior Angus field days held throughout the United States in 1988.

The National Junior Angus Show is no longer a kid. The event, which has been copied but never equaled by other breed associations, celebrated its 20th birthday in Springfield, Missouri this year with a show of 522 head of heifers, cows, bulls and steers.

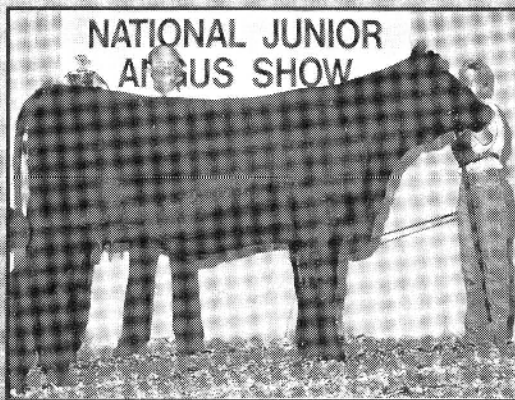
Youngsters and their families came from 38 states to take part in it and the 24th edition of the National Junior Angus Showmanship contest. The first National Junior Show, which then was only a heifer show, was held in conjunction with a national Angus conference in Columbia, Missouri, in 1969.

Junior activities programs are on the move. This year 946 youngsters took out junior memberships in the American Angus Association, an increase of over 17 percent from 1987.

There is a growing interest in registered Angus steers, thanks to American Angus Association-sponsored registered Angus steer shows, as well as the many state-sponsored events. Breeders registered 1,686 steers in 1988, an increase of about 1.4 percent over a year ago. There has also been a growing interest in carcass contests coordinated by the Junior Activities

department. In two contests held during the past twelve months, 50 steers competed. Of these, 44 qualified for premiums by grading USDA Choice or better and yield grade 3.9 or leaner, and 64 percent of the steers met Certified Angus Beef specifications.

Developing future Angus leaders con-



These two grand champions represent 20 years of change in the Angus industry and in the National Junior Angus Show. The heifer to the right was grand champion of the first National Junior Angus Show in 1969 at Columbia, Missouri. The heifer was shown by Janet Schlipf, El Paso, Illinois. The heifer on the left, shown by Shelly Weaver, Brimfield, Illinois, was grand champion of the owned division in this year's 20th anniversary show at Springfield, Missouri.

tinues to be a priority of the Junior Activities department. During the National Junior Angus Show, 70 junior delegates from 32 states met to elect six new members to the National Junior Board.

The Board is a highly visible and active arm of the Junior Association. NJAA directors have taken on added responsibility to work with junior groups, adult breeders and other breed representatives throughout the country. They recently published the eighth semi-annual NJAA newsletter, and continue to contribute monthly to the Angus Journal.

Increased emphasis has been placed upon educational activities. The department co-sponsored conferences, workshops, displays and the "computer cow/calf game" in 1988 and plans to carry on these efforts into 1989. During the year, the Junior Activities department played a major role in the Youth Beef Industry Congress, a multi-breed leadership event. Mark Wyble, director of junior activities, was chairman of the event and the National Junior Angus Association directors took on leadership roles.

Much of the financial support for the National Junior Angus Association and the Board's activities comes from the Angus Foundation. Tax deductible contributions come from many



sources to finance the Foundation. A major contribution each year is the sale of a donated Angus heifer and a package of related items and services.

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Partners in Profit Conference Highlights 1988 Activities



A crowd jams the Beef Palace Sales Arena at the National Western Angus sale in Denver, one of the many events sponsored by the Activities Department of the American Angus Association.

Some 650 Angus breeders, commercial cattle producers and other industry leaders met in Billings, Montana in September for the "Partners In Profit" National Angus Conference. It was the largest event of its kind ever staged by the Association, and attracted people from some 38 to 40 states.

The program centered on ways that commercial cow-calf producers and registered Angus breeders can work

together to earn more profit in the years ahead. The group also heard from a packer, a distributor and a restaurant owner who produce, distribute and merchandise Certified Angus Beef. The event, co-sponsored by the Montana Angus Association, was preceded by a tour sponsored by the Midland Empire Angus Association.

Partners In Profit was just one of many opportunities that Angus Asso-

ciation members had in 1988 to learn, to compete at shows and to merchandise cattle, all sponsored by the Activities Department of the American Angus Association.

The Roll of Victory (ROV) program continued to attract Angus exhibitors to special ROV designated shows. The program throws the national spotlight on breeders, exhibitors and cattle that campaign in shows across the United States, and promote the Angus breed to a large audience.

The success of the National Western Stock Show, and particularly the National Western Angus Sale was another highlight of the year. The sale averaged \$4,995 on 45 lots. A standing-room only crowd jammed the arenas for both the sale and the Angus breeding cattle show.

At the National Angus Show in Louisville last November, registration number 11 million was awarded to the grand champion bull, Dameron Linedrive. It marked another milestone in Angus growth. The 1,000,000 registration number was awarded to the grand champion bull at the 1947 International Livestock Exposition in Chicago.

The National show with its huge crowd and the 11 millionth registration number helped kick-off the 1988 fiscal year and the annual meeting with a bang.

Junior Activities

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Last year the sale of this package at the National Western Stock Show raised \$20,000 for junior work. To encourage more contributions to junior activities, the National Junior Angus Foundation Benefactors Club was in-

troduced in July 1988.

From the summer job program and the National Junior Recognition program, to activities on the regional, state and local level, the American Angus Association's junior activities department has something interesting,

educational and entertaining to offer most any youngster and their parents who are interested in farm life, livestock, and particularly Angus cattle.

Record number of weights processed in AHIR program

The Value, even the necessity, of keeping performance records was recognized by Association members in record proportions during the 1988 fiscal year. Angus breeders turned in an all-time high of 256,370 birth, weaning and yearling weights for processing, an increase of 16 percent over last year.

Records were set in all three weight categories. That included 95,872 birth, 109,665 weaning and 50,833 yearling weights. The growth of the program has been outstanding. Ten years ago in 1978 only 114,078 weights were processed, and a decade earlier in 1968 the total was just 39,385. Montana, the number one state this year in AHIR records with 40,085, recorded more than the whole nation did 20 years earlier.

The demand for easy calving on the part of the commercial producer has placed added emphasis on birth weights. More and more bull buyers

want to know about a bull's birth weight EPD and as a result more registered breeders make them available. The number of birth weights processed this past year was up 20 percent. Weaning weights increased by 15 percent while yearling weights increased 12 percent in number over a year ago.

During the past year, as part of the Certified Angus Feeders program, the Association produced two Angus feeder cattle directories that were mailed to some 7,000 feedlot operators throughout the country. The directory lists Angus-sired feeder cattle that are for sale. The service is free to anyone who uses Angus bulls in their commercial herd. A listing, regardless of the number of cattle, costs only \$10. Many registered Angus breeders have found that it is good business to provide a free listing in the directory for their good bull customers. The directory in 1989 will be under the di-

rection of the director of supply development for Certified Angus Beef.

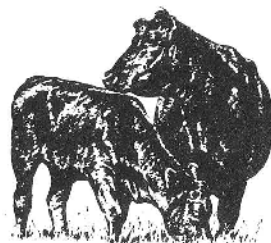
The main objective of the Certified Angus Feeder program is to identify bulls whose progeny excel in carcass traits relative to CAB qualifications. The staff of the performance department is working closely with registered Angus breeders who want to obtain more information on their top bulls relative to carcass traits.

The year past saw two sire evaluation reports issued in the spring and fall. The Fall 1988 report includes detailed EPD information on 1,259 bulls with high accuracy values. It also lists 1,229 young bulls with weaning weight accuracy values of .40 or better, and 156 bulls with detailed carcass information available on them. Sire Evaluation Reports are made available free to any person who requests them.

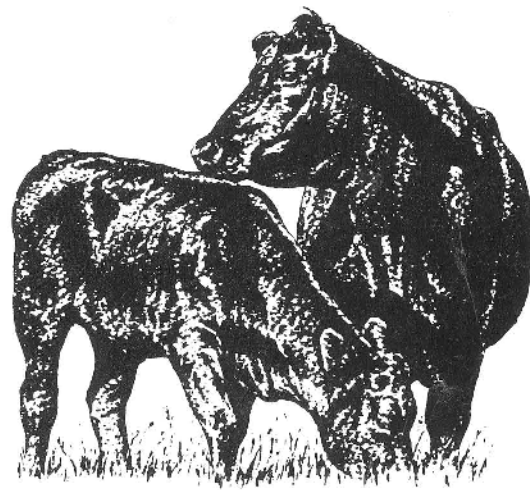
AHIR Records Hit An All Time-High in 1988



**39,385
1968**



**114,078
1978**



**256,370
1988**

New computerized system speeds Journal production

A new computerized system to speed production of the Angus Journal and do it more accurately, was introduced during the 1988 fiscal year. It's called "desktop publishing", and it allows an artist to design ads and editorial material right at the computer terminal without using paper or pen. When the work is done, little other hand work is required.

Simply, the new system will mean that type is set only once. The artist can then call it up and make it appear on the layout in any size or type face that is desired. Time consuming paste-up is also eliminated. The hardware is Apple's MacIntosh system. Among its many features, the system has a scanner to electronically incorporate an advertiser's logo into an ad, catalog or brochure design.

Working closely with the data processing department, the Journal has a system that "interfaces" with the Association's mainframe computer. As a result it can receive pedigree and performance data from the computer without doing any typesetting. This

feature will provide more accurate and cost effective production of sale catalogs.

The Angus Journal, during the year, was honored by the Livestock Publications Council. It was ranked seventh out of 45 top publications in the Council's annual awards competition. In addition, it won three first place awards for four-color page ranch ad, advertising illustration and for the 1988 Herd Reference edition, plus three merit awards.

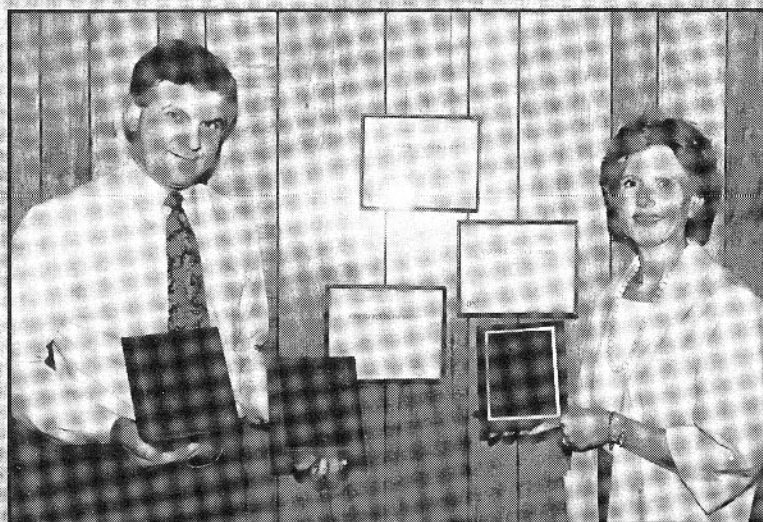
The 1988 Herd Reference Edition was the largest such issue published by any breed publication. It was also the largest since the American Angus Association acquired the magazine in 1979.

As a service to all Angus Journal advertisers, the staff in 1988 launched the Angus Advisor. Twice a year, The Advisor goes to Journal advertisers. It concentrates on ways that advertisers can improve the effectiveness of their advertising and merchandising programs.

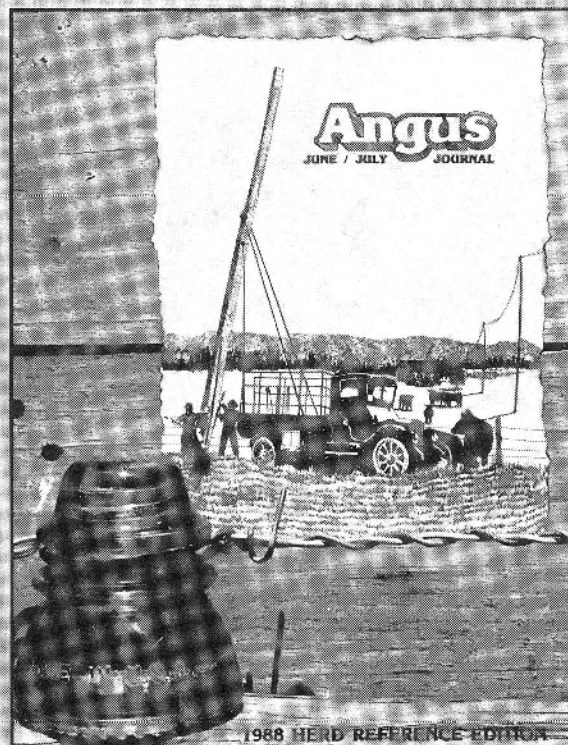
In its 11 issues the Journal published

1,763 pages of advertising and 978 pages of editorial. In addition to the news and feature stories produced by the staff, there are some 10 regular monthly columns and reports covering all sorts of subjects, ranging from Association Highlights to The Next Generation that highlights junior activities. An index of all the past year's articles can be found on pages 476-77 in the 1988 Herd Reference edition.

In addition to publishing the Angus Journal, Angus Productions, Inc., the Association's wholly-owned subsidiary, provided a variety of special services to the industry. It produces the Angus Beef Bulletin for the Public Relations Department and does all the advertising in this twice-a-year publication. In addition, the department produced 57 sale catalogs that had an average of 40 pages each. It also did herd brochures, show catalogs and state directories. Gross revenue for the Special Services Department was \$505,091, up from \$273,795 a year ago.



Award plaque won by the Angus Journal this year and cover from the 1988 Herd Reference Edition of the Angus Journal.



1988 ANNUAL REPORT

AMERICAN ANGUS ASSOCIATION

1988 Angus Association Record of Business

BUSINESS

Registrations			Transfers		
1.	Montana	12,516	1.	Missouri	7,236
2.	Missouri	10,347	2.	Montana	5,764
3.	Nebraska	9,392	3.	Texas	5,687
4.	Iowa	7,883	4.	Oklahoma	5,052
5.	Texas	7,731	5.	Virginia	4,523
6.	Oklahoma	7,226	6.	Kentucky	4,335
7.	South Dakota	6,766	7.	Iowa	4,025
8.	Virginia	6,226	8.	Nebraska	3,853
9.	Kansas	5,996	9.	Tennessee	3,659
10.	Kentucky	5,797	10.	Kansas	3,442

MEMBERSHIPS

New Regular Memberships			New Junior Memberships		
1.	Texas	106	1.	Illinois	94
2.	Virginia	86	2.	Texas	75
3.	Kentucky	82	3.	Missouri	68
4.	Missouri	80		Oklahoma	68
5.	Georgia	68	4.	Iowa	66
	Oklahoma	68	5.	Indiana	56
6.	Ohio	65	6.	California	40
	Tennessee	65	7.	Ohio	37
7.	Illinois	53	8.	Wisconsin	29
	Indiana	53	9.	Kansas	26
8.	California	45		Montana	26
	Iowa	45	10.	Louisiana	21
9.	Nebraska	43		Virginia	21
10.	Pennsylvania	40			

AHIR STATISTICS

	Total Weights	Birth Weights	Weaning Weights	Yearling Weights	Participating Members
1. Montana	40,085	14,570	15,964	9,551	162
2. Nebraska	22,856	8,535	9,925	4,396	103
3. South Dakota	17,440	6,036	7,297	4,107	74
4. North Dakota	14,827	5,774	6,580	2,473	74
5. Iowa	14,556	5,199	6,175	3,182	102
6. Kansas	13,171	4,852	5,688	2,631	89
7. Virginia	10,847	4,426	4,814	1,607	95
8. Oklahoma	9,749	3,825	4,235	1,689	49
9. Georgia	8,611	3,434	3,641	1,536	69
10. Missouri	8,603	3,048	3,781	1,774	90

AUCTION SALE AVERAGE

Type of Sale	# Sales	Cows	Avg.	Bulls	Avg.	Amount	Avg.
Consignment	149	3,787	\$1,425	2,315.5	\$1,791	\$9,684,090	\$1,541
Production	197	6,732	1,849	7,973.6	1,987	28,340,655	1,919
Dispersion	15	1,472	1,548	91.0	1,568	2,421,228	1,549
	361	11,991	\$1,678	10,380.1	\$1,940	\$40,445,973	\$1,788