

Improved Demand for Angus Cattle Reflects Changing Market Conditions

Near the end of the current cattle cycle, whenever that may occur, some people will discover that they have been producing the wrong kind of cattle, and there really won't be a market for them.

That was the message delivered to the cattle industry at the 1989 National Angus Conference in Athens, Ga., by keynote speaker Dr. L.S. "Bill" Pope. Now, while prices are profitable for most kinds of cattle, is the time for producers to evaluate their breeding programs and align their production with the needs of the industry, and particularly the consumer, Dr. Pope told the conference audience.

This situation offers breeders of registered Angus cattle a great opportunity to improve their business and to help the commercial cattle industry bring their production in line with the needs of beef consumers. There is good evidence to show that feedlot operators, packers and consumers would all be better served if the genetics of each beef animal were at least half Angus. The results of the 1989 American Angus Assn. fiscal year indicate that an increasing number of cattle producers in this country not only recognize, but are beginning to act upon these facts.

Maybe the most significant indicator of the improved demand for Angus cattle in 1989 is that both Angus bulls and females sold at auction set new record average prices for the third consecutive year. The 12,652 bulls sold at auction averaged \$2,069, up from a \$1,940 average in 1988. Females averaged \$1,713, up from \$1,678 last year.

This improved demand spurred the production of registered Angus cattle at a time when U.S. beef cow numbers are unchanged. During the year registrations of Angus cattle hit 156,697 head, up over 9 percent. This is the third consecutive year of increased registrations, the result of improved demand for Angus and the resulting higher prices.

Transfers for the year, which basically represent sales, totaled 94,628 head, an increase of just under 10 percent for the year. By the same token, more people got into the registered Angus business. Some 1,730 new regular memberships were issued, up 7 percent from 1988. The number of new junior members joining the Association was 993, an increase of almost 5 percent. In addition, members continued to increase their use of artificial insemination to non-owned bulls. The 84,208 AI ser-



Richard L. Spader
Executive Vice President

vice certificates issued in fiscal 1989 was up nearly 15 percent.

American Angus Assn. members continued to improve their cattle and provide their customers with a better product as shown by the 1989 AHIR figures. During the year the Association processed 297,249 birth, weaning and yearling weights for members, an increase of 13.8 percent over last year. And, more breeders are becoming involved. In 1989, 4,395 members were enrolled in the AHIR program, an increase of almost 15 percent.

Furthermore, the commercial industry seems to be clamoring for performance information about Angus cattle. During the year some 30,000 copies of two issues of the Angus Sire Evaluation Report were distributed to registered and commercial producers. More than half these requests came from response to the American Angus Assn.'s national advertising program.

The advertising program's efforts to convince commercial cattle producers of the value of using Angus bulls, and to provide them with detailed sire evaluation information, is just one of the many ways the Association develops close relationships with the commercial industry.

Twice each year the Association mails the Angus Beef Bulletin to some 32,000 commercial cattle producers who have used Angus bulls within the past two years.

The Bulletin reinforces their decision to use Angus bulls and provides them with useful information about the Angus business and about programs that are available through the Association.

Many of these services are offered by the supply development division of Certified Angus Beef. These include a twice-a-year Angus feeder cattle directory that is mailed to some 10,000 feedlot operators, and a carcass data program that allows commercial cattlemen to track their cattle from the farm or ranch through the packing plant. Producers receive valuable feedlot and carcass information they can use to improve their herds and merchandise their feeder cattle.

Improved demand for Angus cattle also results from the Certified Angus Beef program. During the fiscal year a projected 71 million pounds of CAB were sold at over 6,000 restaurants and more than 600 retail stores throughout the United States and overseas. This is an increase of more than 11 percent over last year and yet another record. It is enough beef to provide each U.S. citizen with a 45-ounce portion of CAB. To obtain this mountain of beef, packers identified and slaughtered 1.8 million head of predominantly black steers of which 360,000 carcasses qualified for the CAB program.

The Angus Journal continued to serve the Angus industry with the best breed association publication in the business. The June-July Herd Reference Edition was the largest since the Association took over the magazine. It totaled 712 pages.

We had the second largest National Junior Angus Show in our history, and undoubtedly one of the best. Some 572 head of cattle were shown and NASA Astronaut Mark Lee, a fellow Angus breeder, provided one of the most inspirational presentations for youngsters and adults that we have ever heard.

The Association finished the year in a very sound financial position. Details of this and other facts for 1989 are contained in this report. I invite you to study it carefully.

Sharp Increase in AHIR Records

Highlights Excellent 1989 Fiscal Year

Growth in the performance records department highlighted an excellent year for the American Angus Assn. Members reported 297,249 birth, weaning and yearling weights to the American Angus Assn. for processing during the 12-month period, up 14 percent and another record number.

For the year, members reported 114,962 birth weights, up 16.6 percent; 124,966 weaning weights, up 12.2 percent; and 57,312 yearling weights, an increase of 11.3 percent. The number of herds participating in the AHIR program totaled 2,180, up 14.9 percent from a year ago. Obviously breeders are recognizing the value of performance records in both their breeding and sales programs.

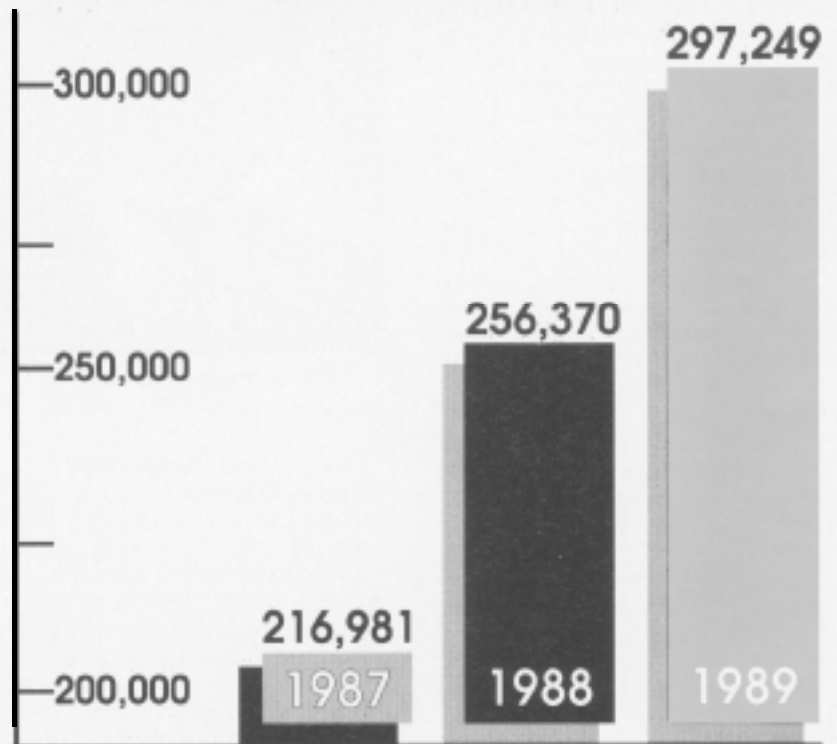
The performance department, in cooperation with Certified Angus Beef Supply Development, has stepped up its efforts to collect carcass data information through use of USDA Carcass Data Tags. The goal is to give producers more information on the carcass merit of the cattle they produce, and the actual value of the carcasses.

Research at major universities to improve our knowledge in several areas of beef production is being sponsored by the Association through grants from the technical breed improvement fund. The research, recommended by the Performance Department and approved by the Board of Directors, involves carcass data analysis, cattle growth, and maternal traits and reproduction.

During the past year 30,000 copies of the fall and spring Sire Evaluation Reports were distributed to registered and commercial cattle breeders throughout the United States and many foreign countries. The report is provided as a free service to members and current and future Angus bull customers, and is being widely used.

To help cattle producers better understand the Sire Evaluation Report, national cattle evaluation and Expected Progeny Differences (EPDs), the performance department, in cooperation with public relations, produced a motion picture-video titled "Like Begets Like" and a new booklet titled "National Genetic Evaluation for Today's Seedstock Producer." Both the show and the booklet help people understand the programs and how to use EPDs. The booklet is available free and the film or video on a free loan basis.

Growth in Number of AHIR Weights Processed for Association Members



Filming on location at the American Angus Association headquarters in St. Joseph, Missouri, for the new Angus Sire Evaluation motion picture "like Begets Like". The movie explains the Angus Sire Evaluation program and how it can be used by both commercial and registered cattle producers. It is available in 16mm motion picture and VCR video formats.

America Votes for Quality Beef As CAB Grows 11.8 Percent in 1989

The American consumer voted for quality beef in 1989 and particularly for the outstanding quality of Certified Angus Beef (CAB). For the fiscal year ended September 30, sales of 71 million pounds were projected, an increase of 11.8 percent over 1988.

The 71 million pounds of CAB is enough to provide every U.S. citizen with a 4.5-ounce serving of America's most popular branded beef product. It has a wholesale value of \$210 million, and CAB packers identified approximately 1.8 million head of predominantly black cattle to slaughter for the program. Of this number, 360,000 carcasses met the CAB specifications.

Supply was divided evenly between food service establishments and retail outlets, each taking 47 percent of the CAB produced. The remaining 6 percent went for export.

Three new retail chains were licensed to sell Certified Angus Beef during the past year. They are Carter's Food Centers with 14 stores in central and northern Michigan; Pantry Pride and Sun Supermarkets with 33 stores in Florida, and National Super Markets with 58 stores in the St. Louis, Mo., and Springfield, Ill., areas. All three companies will sell only CAB in their fresh beef retail cases.

In addition, a group of 30 restaurants owned by Stouffers Restaurant Co. signed on to market only Certified Angus Beef. The restaurants included in the group are named Rusty Scuppers, James Taverns and Borel Restaurants.

In line with the growing consumer demand for closer fat trim, a CAB quarter-inch trimmed boxed beef program was introduced for retailers in New England. The suppliers are Kenasha Beef International, a fabricator from Kenosha, Wis., and Oxford Trading Co., a wholesaler in Boston, Mass.

The year saw completion of "The Art of Cooking With Certified Angus Beef," a full-color, hard-bound, 80-page cookbook. It features the favorite recipes of 35 world-class chefs and is designed for use by food service organizations and gourmet cooks.

A higher percentage of each qualifying CAB carcass has been sold each year since the CAB program first began in 1978. In 1989, 53.9 percent of each CAB Carcass was labeled and sold as CAB. This compares with 46 percent in 1988 and only 30 percent in 1987.

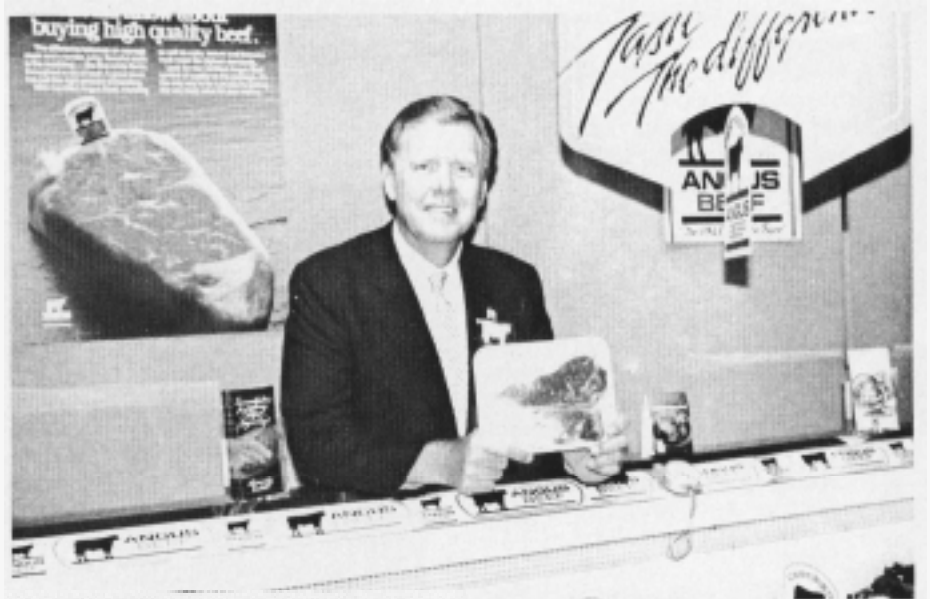
During the past year, the CAB supply

development division tracked over 3,000 cattle sired by registered Angus bulls through feedlots and packing plants. Feedlot performance and carcass data was collected, and this valuable information sent to the breeders who requested the service. Angus Feeder Cattle Directories were published in the fall and spring, listing over 36,000 Angus-sired feeder calves available for sale by producers. The directory was mailed directly to some 7,000 feedlot operators nationwide.

The goal of the CAB supply development division is to provide services to commercial cattle producers that will en-

courage increased use of registered Angus bulls and, thus, increase the supply of predominantly black slaughter cattle to channel to CAB-licensed packing plants to help meet the market demand of the CAB product.

At the end of the fiscal year there were 26 packing plants located in 14 states producing Certified Angus Beef, which was sold in more than 6,000 restaurants and over 600 retail stores. Supplying the industry were 15 fabricating plants, 46 food service distributors and 11 retail distributors. There are also six export companies.



(Above) Tom Smalling, president of Florida Super Markets Inc., owners of Pantry Pride and Sun Supermarkets, signed in 1989 to sell Certified Angus Beef in all their 33 markets. During the year, retail stores accounted for 47 percent of the 71 million pounds of Certified Angus Beef sold. Another 47 percent was sold in restaurants and other food service outlets, and the remaining six percent was exported.



(Left) This Certified Angus Beef display at the Florida Super Markets grand opening press dinner illustrates the point of sale material available to market operators to help sell CAB.

Angus Business Processed with Speed Despite Big Increase in Work Load

Despite a dramatic increase in the number of performance registration certificates issued by the American Angus Assn. in 1989, the Association maintained a one-day turnaround time on all applications for registrations and transfers.

During the fiscal year, 44,922 performance registration certificates (PRC) were issued compared with 29,707 the year before. In addition, 32,234 PRCs were issued on transfers in 1989, up from 21,347 in 1988. It takes conservatively ten times more computer processing to produce a performance certificate with all its detailed EPD computations and collection of progeny data than it does to produce a regular registration or transfer certificate.

Even with the increased load, all registration and transfer work that is received in St. Joseph on Monday is processed and mailed back to members on Tuesday. Angus Herd Improvement Records received from members are entered, processed and the results mailed back in three working days. Performance work received in the Monday morning mail is returned to members on Wednesday.

Breeders continue to computerize their own record-keeping operations with on-the-ranch micro computers that are compatible with the American Angus Assn.'s recording system. Some 100 members now have the Angus Herd Management Computer Software System. This inexpensive software for home computer use allows them to set their own bull parameters and identify sires that best meet their needs.

The American Angus Assn.'s dedication to fast, efficient service is unique in the beef cattle business. The short delay between the time work is submitted and

when it is processed and returned makes record keeping easier and more accurate. It means that buyers of registered cattle don't have to wait for their transfer papers. A complete performance registration certificate on a purchased animal can arrive in the mail with the new owner's

name on it within days of the purchase, assuming the seller executed the transfer promptly.

This efficiency gives Association members an advantage in serving customers, and in planning and executing breeding programs.



The main work area in the American Angus Assn. headquarters. Computer terminals connect to the mainframe computer in the background. Registrations and transfers received in the office on Monday are processed and returned to the member on Tuesday.

1989 ANGUS ASSOCIATION RECORD OF BUSINESS

Business

Registrations		Transfers	
1. Montana	14,554	1. Oklahoma	7,902
2. Nebraska	11,868	2. Missouri	6,651
3. Missouri	10,745	3. Montana	5,728
4. Texas	8,633	4. Texas	5,429
5. Iowa	8,376	5. Nebraska	5,288
6. Oklahoma	8,095	6. Iowa	4,836
7. South Dakota	7,344	7. Virginia	4,555
8. Kansas	6,762	8. Kansas	4,474
9. Virginia	6,103	9. Tennessee	4,009
10. North Dakota	6,003	10. Kentucky	3,990

Memberships

New Regular Memberships		New Junior Memberships	
1. Texas	117	1. Illinois	93
2. Oklahoma	91	2. Oklahoma	78
3. Virginia	90	3. Texas	77
4. Tennessee	89	4. Indiana	74
5. Missouri	87	5. Iowa	50
6. Kentucky	81	6. Missouri	48
7. Illinois	69	7. California	45
8. Iowa	67	8. Ohio	40
9. Georgia	66	9. Kentucky	
10. Indiana	60	10. Kansas	38

Regional Managers Busy People Serving Association and Journal

Regional managers in 1989 divided their time almost equally between Angus Journal advertising and American Angus Assn. duties.

Very often they were able to serve both the Journal and the Association on a single trip or at a single event. This is just one of the efficiencies that has allowed the American Angus Assn. to maintain the largest field staff of any beef breed organization.

Working out of their homes, the 11 men consult with individual members and state and local Angus associations. They attend as many Angus events (meetings, shows, sales, field days, etc.) as is practical. However, the size of their territories, and the number of events, many of which are conflicting, make it impossible to be at every Angus gathering. They also service Angus Journal advertisers. This means selling, taking photographs and working to help advertisers develop more effective Journal ads.

During the 1989 fiscal year, the 11 regional managers drove an average of 40,909 miles per person. In addition, they travelled additional thousands of miles by airline, or as a passenger in someone else's vehicle. At 60 miles an hour, this meant each man spent 682 hours behind the wheel or 85 eight-hour working days.

Angus business kept them away from home 104 nights during the year.

Association Regional Managers, their territories and addresses and telephone numbers.

WAYMON ASHLEY-Arizona, New Mexico, Texas
3213 Cheryl Lane,
Fort Worth, TX 76117
(8 17) 834-6552

JOHN BARTON-Iowa, Missouri
Rt. 1, Columbia, MO 65201
(3 14) 449-305 1

RICHARD DYAR - Alabama, Arkansas, Louisiana, Mississippi
Rt. 1, Crossville, AL 39562
(205) 659-6305

DAVID GAZDA - Florida, Georgia, North & South Carolina
1170 White Oak Drive
Athens, GA 30606
(404)353-3446

CHUCK GROVE-Kentucky, Ohio, Tennessee
Rt. 1, Box 929
Forest, VA 24551
(804)525-4687

DON LAUGHLIN -Colorado, Kansas, Oklahoma
P.O. Box 8847
Wichita, KS 67208
(316)686-7670

BILL POWELL - Delaware, Eastern Canada, Maryland, New England States, New Jersey, New York, Pennsylvania, Virginia, West Virginia
8789 Treasure Ave.
Walkersville, MD 21793
(301)845-2154

JIM SHIRLEY-Manitoba, Minnesota, Nebraska, South Dakota
1334 Orchard Drive
Brookings, SD 57006
(605) 692-1613

DON TRIMMER - Illinois, Indiana, Michigan, Wisconsin
5 Knottingham Ct.
Bloomington, IL 61704
(309) 662-6691

BRUCE WEETER -Alaska, Central Canada, Montana, North Dakota, Wyoming
Pray, MT 59065
(406)333-4444

JEFF WINDETT - California, Idaho, Nevada, Oregon, Utah, Washington, Western Canada
25005 Prairie View Dr.
Aurora, OR 97002
(503) 678- 1009

1989 Angus Association Record of Business

AHIR Statistics

	Total Weights	Birth Weights	Weaning Weights	Yearling Weights	Participating Members
1. Montana	41,244	15,550	16,534	9,160	179
2. Nebraska	38,563	16,571	16,132	5,860	119
3. South Dakota	22,174	8,361	9,378	4,435	89
4. Iowa	17,052	6,583	7,304	3,165	119
5. Kansas	15,258	5,476	5,910	3,872	108
6. North Dakota	15,153	5,886	6,583	2,684	96
7. Missouri	11,971	4,532	5,304	2,135	118
8. Virginia	10,113	3,985	4,258	1,870	96
9. Georgia	9,230	3,747	3,639	1,844	81
10. Oklahoma	9,169	3,360	4,325	1,484	63

Auction Sale Average

Type of Sale	#Sales	Cows	Avg.	Bulls	Avg.	Amount	Avg.
Consignment	171	4,617	\$1,474	3,803.0	\$1,815	\$13,797,252	\$1,619
Production	174	6,307	\$1,925	8,744.0	\$2,188	\$31,314,348	\$2,074
Dispersion	15	1,161	\$1,512	105.0	\$1,344	\$1,896,393	\$1,498
Totals	360	12,085	\$1,713	12,652.0	\$2,069	\$47,007,993	\$1,889

Young People's Interest in Angus Sparks Strong Junior Programs

If the future of an organization is determined by participation and interest of young people, then the American Angus Assn. would appear to be on the right track,

The number of young people joining the Association was up again for the second year. The 993 new junior memberships issued compares with just 811 two years ago, and is up nearly five percent from 1988.

Youngsters took part in near-record numbers in the 1989 National Junior Angus Show. They brought out 752 head of cattle for the show in Louisville, Ky. They and their families toured a packing plant to see the carcasses of the registered steer show, and took part in a wide variety of activities ranging from a tour of Churchill Downs, the Angus Beef Cookoff, scrapbook contest, showmanship contest, and the all-new Angus Public Speaking contest, which will now become a permanent part of the show. The highlight of the event was a special presentation to youngsters and adults by Astronaut Mark Lee, who is a fellow registered Angus breeder.

The Junior Activities Department achieved the highest placement rate in the 11-year history of the Angus Summer Job Program. National Junior Angus Assn. members were sent to Angus farms throughout the United States plus Canada and Scotland. In addition, the department coordinated a tour of U.S. farms and Angus events for a young Angus breeder from Scotland,

Leadership training is acquired by youngsters who are elected to the National Junior Angus Assn. Board of Directors. They plan and coordinate several Association programs for junior association members, write the Junior Angus newsletter, write monthly Angus Journal articles, prepare the NJAA Handbook and assist the Association staff at numerous Angus functions.

Many of the Junior Board's activities are underwritten by the National Angus Foundation. This non-profit foundation has

been funded primarily by the sale of a donated registered Angus heifer during the National Western Angus Sale, along with a package of related services and products. To boost funding, the Benefactors Club was formed during the 1988 fiscal year. It encourages a wide range of people to support the foundation in any amount. During its first year, more than \$15,000 was raised,

Well-rounded young people who are involved in a wide variety of Angus, school and community activities are hon-

ored by the National Junior Recognition Program. During the past year, 17 boys and girls were awarded the gold recognition pin, the highest honor. Another 22 won silver awards, and 23 were presented their bronze awards,

Young people who are active in the many Angus activities are better prepared to meet the challenges that they face in their years ahead, whether or not they choose to remain active in the Angus business.



(Above) Astronaut Mark Lee signs an autograph after his presentation during the National Junior Angus Show in Louisville. Lee, who was in charge of launching the Magellan probe to Venus, showed and narrated films of his flight, and explained to an eager group of youngsters how he became a NASA astronaut. He and his wife are also members of the American Angus Assn. and are Angus breeders,



(Left) Young exhibitors showed 572 head of cattle at the 1989 National Junior Angus Show in Louisville. Many exhibitors also stayed over to exhibit in the All-American Angus Breeders' Futurity that followed the big junior event.

Association Members Involved in Variety of Activities, Programs

There is more to belonging to the American Angus Assn. than registrations, transfers and performance records.

Members can take part in a wide variety of activities that are educational, promotional and fun. Most are planned or coordinated by the Association's Activities Department.

The highlight of the Activities calendar this year may well have been the 1989 National Angus Conference in Athens, Ga. The city of Athens, the University of Georgia animal science department and the Georgia Angus Assn. were excellent hosts. In all, some 400 people from 31 states took part in the three-day event. A refreshing voice at the conference was Dr. Jeff Savell, Texas A&M University, who told the Angus audience that carcass quality is here to stay. There is even a need, he said, for the planned production of trim USDA Prime beef.

The National Western Stock Show in Denver, with its many Angus events, attracts thousands of cattle producers who are interested in Angus - both registered and commercial. The Angus sale, which any member can consign to, always opens to a standing-room-only crowd. This past year its 42 lots averaged \$4,700 and the top bull brought \$13,000.

A very different crowd of people attends the Annual Meeting of the American Angus Assn. in conjunction with the North American International Livestock Exposition. They come to take part in and see the Angus breeding cattle show and junior shows, but more important they are concerned about the business of the American Angus Assn. The Annual Meeting includes the election of a president and vice president of the Association, and five members to the Board of Directors.

The Roll of Victory (ROV) program, administered by Activities, continued to attract the interest of Angus producers who like to compete in the show ring. Breeders

can earn points by competing in 15 designated ROV shows each year, that include four Super Point Shows. Cattle and breeders who show and who win receive national recognition for their efforts to promote the Angus breed.

People who have made an important contribution to the Angus breed are honored each year by being inducted into the Angus Heritage Foundation. The photos and a brief biographical sketch about

each person is printed in a booklet, and their names, along with the date they were inducted, are engraved on a plaque that hangs in the Association headquarters. The booklet is reprinted every other year, and free copies are available to anyone who would like to study the people who have made the Angus breed and the Angus Association great.



(Above) Angus breeders inspect Angus cattle on the Georgia Angus Tour that was part of the 1989 National Angus Conference in Athens, Ga. Some 400 people took part in all or part of the conference.



(Left) Wellard Catlin, Yakima, Wash., one of the 1988 Angus Heritage Foundation honorees with his granddaughter KayDee, at the American Angus Association Annual Banquet in Louisville, Ky.

Angus Ads and Public Relations Reach National Buying Audience

American Angus Assn. advertisements, like the one on this page, continued in 1989 to carry the Angus sales message to nearly every commercial cattle producer in the United States.

During the past year, print advertising was used nationwide, and award-winning radio spots were used in a program to supplement the print ads in counties of highest beef cow population in the top seven states based upon beef cow numbers.

In addition, a special ad program promoted the American Angus Assn. regional managers, and positioned them as the people to contact for information about purchasing Angus cattle. Special one-page ads were also run in a wide variety of area and state beef cattle publications.

Advertising is one of the three main functions of the Public Relations department. The others are public relations, and to a somewhat lesser extent, member information. During the year the department processed 659 rolls of black-and-white film and printed and mailed out 37,138 individual photos to a variety of publications. These were often accompanied by a news release about a special Angus event. During the year the staff members wrote 128 individual news releases of which 19,887 copies were sent to the media.

More than ever before, the Association used the computer to produce news releases about individual Angus Association members that were sent to the members' home town media. In all, the computers wrote 8,532 news releases about individuals and addressed the envelopes for them to be mailed to home town newspapers and radio. Computer releases go out on each adult and junior who joins the Association or who enrolls in AHIR. They are mailed out also about people elected as delegates and alternates to the Annual Meeting, youngsters who enter cattle in the National Junior Angus Show and many other such events. The idea is to show that Angus people are active, involved, and by implication, good

people to do business with. One breeder reported recently that he can expect increased cattle sales each time information about him or his herd is run in the local newspaper.

In addition, the staff answered 3,781 separate requests from individuals for information about Angus cattle, the Angus breed and the American Angus Assn. Angus Association literature was sent out with each request, and often a personal letter was also necessary to answer specific questions.

The Association also surveys every new member of the American Angus Assn. Last year that included 2,426 new junior and adult members. The results are tabulated and used to improve Angus promotion programs.

During the year, a new motion picture-video titled "Like Begets Like" was com-

pleted. It explains EPDs and how to use the National Sire Evaluation Report. From April through September, it was viewed by some 237 organizations on a request basis. In addition, some 386 video cassettes of the show were sold to individual breeders and educators.

Twice last year the Public Relations department produced the editorial portion of the Angus Beef Bulletin, which was mailed to some 32,000 commercial beef cattle producers who had Angus bulls transferred to them in the previous two years. The Bulletin provides these people with information about the Angus breed and about programs that the Association offers to help them. It supports their decision to use Angus bulls in their herds, and encourages them, in a low key way, to continue to buy and use Angus bulls.

Cal Siegfried
Marketing Manager of Decatur County Feed Yard, Decatur, Kansas
tells you just what makes him sleep better.

"I could sleep better if at least 40 percent of all my pens were Angus."

"When packer buyers come to our feedlot, they want well-finished black cattle, Angus and Angus crosses. The more blacks in a pen, the better they like it."
"That's why we try to average for at least 40 percent blacks in every pen. It simply makes the pen easier to sell."
"Angus cattle consistently produce the superior quality packers want—600 to 700 lbs., grading Choice Yield Grade 2 or 3. And in our program, they do this while consuming 525 to 6 lbs. of dry matter in a pound of gain, averaging 2.8 to 3.0 lbs. of daily gain depending on whether they are calves or yearlings."
"Our customers want to buy pens of cattle that meet specific standards of quality. Angus and Angus crosses help to balance our pens' overall quality to meet packers' requirements better than any breed we've worked with."
"We know what our customers want. And to stay in business, that's what we have to deliver. Our buyers keep a steady eye out for good blacks and black cross cattle—because they desire it."
The way to direct your herd for today's feedlot performance is to start with the current Angus Sire Evaluation Report. It has accurate comparative statistical data on more than 1,200 Angus bred sires. Try it in the evening. It could help you sleep better...and it's free. Just send the coupon.

FREE \$1.00 value

ANGUS
The business breed.

This is one of three new ads designed during the 1989 fiscal year for use in the 1990 Angus advertising campaign. This ad features feedlot manager Cal Siegfried who says of packer buyers. "The more blacks in a pen, the better they like it." The other two new ads feature Dr. Robert Long of Texas Tech University and noted restaurant owner and CAB promoted, Edd Hendee of Houston, Texas,

Angus Journal Wins Awards, Provides Strong Breed Magazine

The *Angus Journal* continued to provide members of the American Angus Association with the most complete editorial package each month of any beef breed association magazine. The emphasis this year turned to increased service for Journal advertisers.

During the year a new *Angus Journal* advertising director position was created. The goal is to take an advertising agency approach to providing advertising service to registered Angus breeders. Breeders who do not have an advertising agency can improve their planning and the quality of their advertising. Primarily the new director, Trish Runde will help set up an effective advertising campaign, create attention getting advertisements and write copy that sells. There is no charge for these services to *Angus Journal* advertisers.

In addition the *Journal* will provide two other services to breeders who also advertise in other publications. Reproduction film of an *Angus Journal* ad can be produced and sent directly to another printer. In addition the *Journal* will now supply reproduction half-tones of photographs for use in ads in other publications.

Jerilyn Johnson was hired in mid-June to replace Jim Cotton, who resigned, as editor. Johnson has seven years of experience in the agricultural journalism field.

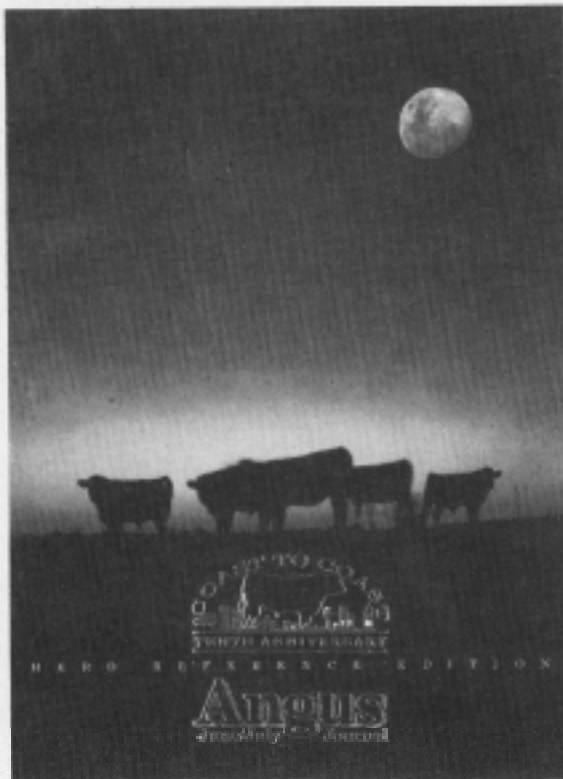
Again in 1989 the *Angus Journal* ranked high among other livestock publications. In the Livestock Publications Council annual competition the *Angus Journal* was ranked fourth overall in a field of 54 publications. This compares with a ranking of seventh last year. The competition includes such publications as *farm Journal's* Beef Today and Pork Today and Beef magazine. In addition the *Journal* won two first place awards in advertising, a second place award and seven certificates of merit.

Always a gauge of business and a breed's popularity, the Annual Herd Reference edition this year was the largest since the Association took over publication of the *Angus Journal* in 1979. It totaled 714 pages, up about 4 percent from last year's record breaker. The edition also includes, on pages 484-485 an index of all the year's past articles.

For the year the 11 issues of the magazine included 1,908 pages of advertising and 828 pages of editorial designed to keep members informed about the Angus business, the American Angus Association, and the cattle industry.



(Above) A Livestock Publications Council first place award for the best livestock ad is presented to the *Angus Journal* at the 1989 annual LPC meeting in Kansas City. Receiving the award is Cheryl Oxley (right) *Angus Journal* production manager.



(Left) The *Angus Journal's* 10th Anniversary Herd Reference Edition was a record-breaker with 714 pages.