

CERTIFIED ANGUS BEEF



Tasteful Holiday Gift Ideas

Looking for the perfect holiday gift? How about tender, juicy, flavorful Certified Angus Beef™ steaks?

Contact one of the following licensed Certified Angus Beef Program distributors to order a gift package your family and friends will be delighted to receive.

Cusack Wholesale Meats

Oklahoma City
1-800-241-MEAT or
405-232-2114 (in Oklahoma)

Golden Trophy by Brass

Chicago
1-800-835-6607

Honeybaked Foods

Holland, Ohio
1-800-892-4267

Lombardi Gift Meats

Denver
(303) 458-7441

Lone Star Foodservice

Austin, Texas
(512) 478-3161

The Markey Company

Cleveland, Ohio
1-800-EPICURE

Nesson Meat Sales

Norfolk, Va.
1-800-622-2275

Rocke's Meating Haus

Morton, Ill.
1-800-397-7013

S&S Meat Company

Kansas City, Mo.
1-800-800-4707

Learn More About CAB Program at Upcoming Events

Want to know more about the Certified Angus Beef Program? Program staff will be available to explain how you can become involved and can answer your questions during the upcoming National Western Stock Show in Denver and the National Cattlemen's Association Convention in Reno.

Look for CAB Program representatives at the American Angus Association booth in Denver and NCA trade show to discover:

- How cattle are selected for the CAB Program;
- If your cattle will qualify for the CAB Program;
- How the CAB Program can benefit an Angus seedstock producer;
- How to locate sires which are most likely to produce cattle that will qualify for the CAB Program;
- How you can determine your cattle's performance at feedlots and on the rail;
- Why more Angus-type cattle don't qualify for the CAB Program;
- How the CAB Program can promote the sale of your Angus-sired feeder cattle.

Test Herds Needed for Project

Beef producers who are able to artificially inseminate at least 140 cows or heifers are needed as cooperative herds to evaluate registered Angus sires for progeny carcass merit.

Cattle in a cooperating herd are ran-

domly mated to a test sire and a reference sire in equal numbers. In most cases, semen on both the test and reference sires will be provided by the owner of the test sire at no charge to the cooperating herd.

Ideally, a contemporary group will consist of at least 20 male progeny from the test sire and 20 male progeny from the reference sire. Only steers will be used for the test unless the number of steer progeny falls short. Otherwise, the cooperating herd owner may keep all heifer progeny for breeding.

Selection of the test and reference sires will be at the discretion of the cooperating herd owner. A list of test and reference sires will be sent to the potential cooperative herd owner for selection.

For more information, contact Larry Dorsey, CAB Program director of cattle production programs, (406) 763-4366.

Carter Joins CAB Program Staff

Jeff Carter, a native of Carrollton, Ill., recently joined CAB Program staff as assistant director of food service division.

His responsibilities will include developing the CAB Program's regional chain services, enhancing distributor growth, conducting training sessions for culinary educators, and coordinating structured, on-site compliance visits to licensed restaurants.



Jeff Carter

Carter received a bachelor's degree in animal science from Texas A&M University, focusing on an industry and production option. He also holds a bachelor's degree in business administration and economics from Illinois College, Jacksonville.

Prior to attending Texas A&M, Jeff was an assistant controller and lead internal auditor for the Ritz-Carlton Hotel Company. His tenure with this organization provided intense training and experience with total quality management, as well as insight to the hospitality industry.

Jeff is the son of Neil and Emma Lou Carter, Carrollton. He will be headquartered at the CAB Program's West Salem, Ohio, office.

Continued on page 35

CERTIFIED ANGUS BEEF PROGRAM STAFF

Ohio office: PO BOX 819 WEST Salem OH 44287; (419) 853-4066 FAX (419) 853-4379

Louis M. "Mick" Colvin, Executive Director
Brent Eichar, Assistant Director
Mary Ferguson, Administrative Assistant
Bill Wylie, Director, Food Service Division
Chris Beck, Administrative Director, Food Service Division
Jeff Carter, Assistant Director, Food Service Division
Sharon Swanson, Assistant, Monitoring Division
Jenny Stickley, Director, Public Relations
Crystal Jones-Meier, Communications Manager, Public Relations
Kathy Marrin, Promotional Resource Manager, Public Relations
Pat Hamby, Director, Retail Division

Support Staff: Teara Blessing, Linda Dickens, Dawn Finch, Wendy Fischer, Norma Guidetti, Laura Kelling, Ann McClure and Denise Miller
Dr. Bob VanStavern, Consultant

Colorado office: 12191 Ralston ad, Suite 304, Arvada, CO 80004; (303) 420-0936 FAX (303) 420-3235

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Support Staff: Tia Smith

Montana office: P.O. Box 36, Gallatin Gateway, MT 59730; (406) 763-4366 FAX (406) 763-4681

Larry Dorsey, Director, Cattle Production Programs, Supply Development Division

Texas office: 271 1 Grants Lake #122 Sugarland, TX 77479; (713) 980-7396

Curt Terry, Assistant Director Retail Division

Cattle's Ultimate Value — Beef

Several years ago, Nebraska Angus breeder Bill Jagers paid attention to some valuable advice. "Cecil Waugh, an old timer in the cattle feeding business, told me something I never forgot," explains Jagers. "He said, 'There's one very important thing you need to remember if you're going to be in the cattle business—the ultimate value of all beef cattle is determined by their value as beef.'"

Maintaining this philosophy, Box Butte Angus has been in business for nearly 40 years. The ranch is located just north of Alliance, Neb., and is operated by Jagers with his partner Dennis Folkerts. Their cattle operation consists of 700 commercial and registered Angus cows.

They began to background and finish their own cattle during the mid-1960s to eliminate other production sector costs. Through the years, Box Butte Angus gradually began to buy and finish other producers' cattle. All cattle are backgrounded at the ranch and finished at Dinklage Feeders.

The partners finish approximately twice as many Angus cattle as they raise because they believe a pen of straightbred Angus steers are more marketable than a mixed pen.

Bill and Dennis have tracked the type of carcasses they produce for many years. Presently, they are testing sires for carcass trait expected progeny differences (EPDs) through the American Angus Association's sire evaluation program.

This spring they will be collecting data on their fifth set of sire-identified calves. By spring 1994, they will have tested 10 sires with listings in the sire evaluation report.

Keeping abreast of industry direction and creating business alliances has proved important to Box Butte Angus.

"Beef as a commodity has a rough road ahead," says Bill. "We need to set apart at least a portion of the beef produced in this country from the commodity pricing method."

Realizing that information is important to producing a consistent beef product, Box Butte aligned itself with a group of producers to obtain more carcass data. Bill Rishel of Rishel Angus, North Platte, Neb., brought the group together in 1991 to pool efforts in securing carcass data on the progeny of Angus bulls used in their respective programs.

Other producers involved in the effort are Massen Brothers, North Platte, Neb.;

Mill Bar Angus, Wauneta, Neb.; and Mill Iron Ranches, Saratoga, Wyo.

Each producer involved in the alliance is testing at least one bull per year. In addition, semen from any of the sires being tested is shared at the cost of collecting the semen.

Box Butte Angus provided the initial carcass data on VDAR New Trend 315 for Sydenstricker Angus, Mexico, Mo. The

nonic traits. One cannot be sacrificed for the other," says Bill.

In addition, Dennis stresses the importance of longevity in the cow herd. "It is a trait that is hard to identify. We hope to find lines of cattle that will produce longer in the cow herd," he says. "It is a factor we keep in the front of our minds as we make breeding decisions."

Box Butte hosts an annual bull sale



Bill Jagers (right) and Dennis Folkerts manage Box Butte Angus in Nebraska.

steers were sired by Box Butte, Rishel Angus and Sydenstricker Angus bulls.

"This was a set of steers and data we can truly be proud of," says Dennis. Seventy-three head of steers graded 84 percent Choice and three percent Prime, with 48 percent meeting CAB Program specifications. Additionally, the group's average yield grade was 2.74.

Box Butte's primary intent is to test bulls it owns or owns interest in. Priority is focused at obtaining data on young sires for use in the registered herd.

"We are looking forward to having more EPD information built into our cow herd," says Dennis. "This will allow us to have interim EPD information for our customers, as well as have more information for us to base breeding decisions on."

Young sires are tested on commercial cows, targeting not only carcass information but also maternal trait information.

"In my opinion, maternal and carcass traits are the two most important eco-

during March at Rushville, Neb. Sale bulls are produced from the 160 head registered cow herd. Each year Bill and Dennis see more interest in and discussion about carcass traits from bull customers.

Both partners agree there is an awareness in the Nebraska Panhandle area from all segments of the industry concerning the genetic influence on cattle production and the final product.

Bill and Dennis would like to see all sires identified for progeny carcass merit. "This would enable all producers, as well as ourselves, to make breeding decisions based on accurate information to produce cattle for specific markets," says Dennis.

Listening to sound advice has paid off for Box Butte Angus. Recognizing that the ultimate value of beef cattle is determined by the value of the end product is advice all segments of the beef industry should bank on.

-Larry Dorsey & Jenny Stickely