



# Angus Stakes

► by *Shauna Rose Hermel*, editor

## Staying relevant

*How do you stay relevant in an industry that changes as much as the beef industry?*

### Consider change

The Angus staff and Board spend a considerable amount of time discussing that subject with just about anyone who will take time to visit with us. What technology is coming down the pike? What services will seedstock producers need in 10 years? What services won't they need? How do we need to change to keep Angus breeders at the forefront of the industry?

Sometimes these discussions seem unproductive — at least for a while; sometimes they lead to immediate improvements. It's scary and uncomfortable to look into the future, but it always positions us to make better, more informed decisions.

We may not know how things will change, but we darn sure know they will. Still, change solely for the sake of change can be time-consuming, expensive and disheartening when it leaves us no further ahead than we would have been had we taken no action. We'll be in a better position to know what changes require action and which ones don't if we listen, consider other's viewpoints and play out the scenarios.

### The key is staying informed

While it may appear a shot in the dark to

think about what our customers will be wanting three to four to 10 years from now, there are indicators out there. Those indicators range from the obvious desire to have a live calf out of every cow to the increasingly heavy discounts for Yield Grade (YG) 4s to consumer demand patterns.

The key to making progress is staying informed about the world around us. What dietary patterns are doctors recommending? How will income and expenses affect our commercial cattlemen in the future, and what traits will that make important? What's wrong with our cattle today that needs fixing in the next generation? What tools are going to help us get there?

Remember, just because you consider new technology, that doesn't mean you have to adopt it. It does mean you will be able to make a better decision as to whether making a change could further your seedstock program.

### Online opportunity

Boehringer Ingelheim Vetmedica, Inc., and Angus Productions Inc. (API) are pleased to bring you online coverage of the 2004 Beef Improvement Federation (BIF) 36th Annual Meeting, which was scheduled for May 25-28 in Sioux Falls, S.D. This year's

event focused on developing and applying new technologies.

Catch coverage of the event — including proceedings, audios of the presentations, listings of honorees and other discussions — at [www.bifconference.com](http://www.bifconference.com).

### Noteworthy gift

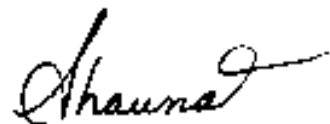
In late April, the University of Missouri (MU) announced the gifting of \$5.6 million worth of information to the university by Circle A Ranch, Iberia, Mo. The information includes DNA samples on nearly 6,000 head of cattle, along with growth, feed efficiency and carcass data.

Under the guidance of Jerry Taylor, MU Wurdack endowed chair for animal genomics, the university hopes to use the information to find genes that can help in selection for economically relevant traits.

### Welcome

Five new staff members have joined the Angus team — Milford Jenkins as director of development for the Angus Foundation, Sara Moyer as director of industry and member communications, Mathew Printz as regional manager for Colorado and Nebraska, Kenny Miller as assistant director of finance, and Callie Smith as member services specialist.

Three summer interns have also joined us for the summer. Alaina Burt will work at API; Shelby Axtell will work in industry and member communications; and Jason Jordan will work with the Activities and Junior Activities departments.



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