



Lights, Camera, Angus

PHOTO BY JIM SHIRLEY

► Angus cattle will be featured in July on RFD-TV as part of the “Bulls, Bulls, Bulls” series on “The Cattle Show.”

‘The Cattle Show’ brings the Angus experience to RFD-TV.

by Brooke Byrd

Don’t touch that remote, because Angus is coming to TV this month.

As part of the “Bulls, Bulls, Bulls” series on “The Cattle Show,” Angus cattle will be featured on RFD-TV. Executive Producer L.Z. created the series due to overwhelming viewer requests, she says. “The number one thing that people wanted information about was sires and sire selection.”

Angus was chosen because of the breed’s predominance in the industry. “When we started looking into bulls and who made the largest impact, not just here in the United States but in the world, we found that it was black Angus,” she explains.

L.Z. also had many requests to explain the mystique of the “black hide” and why packers and feedlots wanted black cattle. When she started looking into that question, she realized, “it’s not black hide — it’s Angus.”



The Angus experience

The American Angus Association took this opportunity to showcase what Angus cattle bring to the table. “The reason to use Angus bulls is not just what the bull brings biologically,” says Sara Moyer, Association director of industry and member communications. “It’s also the marketability of his offspring, the selection tools, and the Association programs and services.”

The half-hour program, complete with three 30-second Angus commercials about AngusSourceSM Certified Angus Beef LLC

(CAB), and Association programs and services, is aimed at producers wanting information to make bull selection decisions.

Testimonials by three commercial producers using Angus bulls in very different environments are featured, including Mike Kasten, Millersville, Mo.; Sam Hands, Garden City, Kan.; and Jon Means, Van Horn, Texas.

“The show answers common questions, including, ‘What do Angus cattle bring to a commercial operation? Why are they dominating the industry? What programs and services does the Association offer?’” Moyer says.

Another big advantage is that the Angus episode will be reproduced in DVD format. “When people call in for more information about Angus, we’ll be able to send them this show, which will have really strong testimonials from three really good commercial producers,” she notes. “Plus, they’ll be able to see real cattle working in different environments.”

The Association will also be able to strategically pick additional times for the episode to show on RFD-TV. “We can re-air it during bull season in the spring, when people are selecting bulls,” Moyer says.

The Angus story

The Angus episode of “The Cattle Show” provides a chance to reach a broad



PHOTO BY SHELLIA STANNARD

► Filming at Mike Kasten’s 4M Ranch, Millersville, Mo., focused on Angus replacement females and using data in sire selection.

audience with the Angus message.

“We feel that this is a tremendous opportunity to tell the Angus story to rural people who watch RFD-TV and who want to learn more about Angus cattle and the programs offered by the American Angus

CONTINUED ON PAGE 52

‘The Cattle Show’ on RFD-TV
DirecTV: channel 379
Dish Network: channel 9409
Airing (CST):
 ► 8 p.m. Tuesday, July 26
 ► 4 a.m. and noon
Wednesday, July 27
 ► 10 p.m. Sunday, July 31

Lights, Camera, Angus CONTINUED FROM PAGE 51



►The harsh environment of Jon Means' Means Ranch Co., Van Horn, Texas, highlighted Angus adaptability.

PHOTO BY JIM SHIRLEY



PHOTO BY MARK MCCULLY

►The segment at National Angus Carcass Challenge winner Sam Hands' Triangle H Grain & Cattle Co., Garden City, Kan., featured the Angus advantage in the feedlot, as well as the premiums that come from CAB-qualified cattle.

Association," says Association Executive Vice President John Crouch.

The Angus episode will air on RFD-TV, DirecTV channel 379 and Dish Network channel 9409. Tentative air times and dates for the program are 8 p.m. CST Tuesday, July 26; 4 a.m. and noon

Wednesday, July 27; and 10 p.m. Sunday, July 31. The complete show will be available on DVD later this fall.

Visit www.rfdtv.com for more information on when the program will air.

