

NJAS Teaches Youth Carcass Value

Juniors participate in 2011 NJAS Carcass Steer Contest.

by *Carrie Gilliam*

A total of 16 Angus juniors entered 21 steers in the 2011 National Junior Angus Show (NJAS) Carcass Contest July 12 in Harrisburg, Pa.

Contest sponsor Curtis Long of Briarwood Angus Farms, Butler, Mo., says the carcass contest teaches juniors what they are raising — quality Angus beef.

The contest was established in 1985 in an effort to increase awareness among Angus juniors of the important role that Angus cattle play in the beef industry. To emphasize the contest's significance, cash prizes are supported by Long and his wife, Ann, through their permanent endowment fund administered by the Angus Foundation.

"Participants need to know the results of their cattle so they can learn, go home and make a better product for the consumer," Long says.

The steers were harvested at JBS, Souderton, Pa., and carcass data was collected by USDA graders. The data was then sent to CAB headquarters, Wooster, Ohio, and tabulated. After evaluation, nine steers qualified for the *Certified Angus Beef*® (CAB®) brand.

Cattle meeting CAB carcass specifications received an additional 25% in premiums. Entries meeting the contest's Angus Herd Improvement Records (AHIR®) requirements also received a 25% premium.

"The contest ranks the steers using a very real-world fed-cattle pricing grid," says Mark McCully, CAB assistant vice president of supply development. "This grid represents the premiums and discounts that cattle



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► Michael Cropp, Damascus, Md., and Hannah Wright, Spring City, Tenn., won grand champion carcass steer and reserve grand champion carcass steer, respectively, in the Carcass Steer Contest at the 2011 NJAS. Pictured are (from left) Curtis Long, sponsor; Cropp, champion and eighth place; Wright, reserve champion and fifth; Morgan Livingston, Spring Grove, Pa., third; Reagan Skow, Palsade, Neb., fourth and sixth; Destiny McCauley, Bowling Green, Fla., seventh; Jason Jallo, Fordville, N.D., ninth; and Esther McCabe, Elk City, Kan., 10th.

feeders market their fed cattle on every day. In the end, the highest-ranking carcasses in the contest would be the same carcasses that bring back the most dollars for a cattleman."

2011 NJAS Carcass Contest champion honors go to CFF Objective 363, entered by Michael Cropp, Damascus, Md. The steer had a live weight of 1,240 pounds (lb.) and a ribeye area of 14.1 square inches (sq. in.). The April 2010 son of SS Objective T510 0T26 graded low Prime, with a yield grade (YG) of 2.47.

Cropp says he has fun in the showing, but the carcass contest exposes him to the true value of his cattle.

"We are the business breed, so it makes sense to me to participate and go for the gold in the carcass contest," Cropp says.

Reserve champion goes to HEW Mr. Prime 058, entered by Hannah Wright, Spring City, Tenn. The steer had a live weight of 1,360 lb. and a ribeye area of 14.4 sq. in. The January 2010 son of Boyd Prime Plus 4122 also graded Prime, with a YG of 2.27.

Cropp's success led to additional honors as Maryland took home champion state carcass group. Kansas came in second, and was represented by Christiane Wimbish, Hannah McCabe and Esther McCabe, all of Elk City, Kan.

"This contest gives juniors an education on what determines economic success in the cattle feeding business — pounds, quality and cutability," McCully says. "Satisfying the consumer must be a point of focus for all beef producers."

Visit www.angus.org for more information, including videos, show results and photos. Coverage is also available on the NJAA Facebook fan page. Backdrop and candid photos are available for purchase at www.angus.digitaleventsonline.com.



► Maryland juniors won champion state carcass group. Pictured are (from left) Curtis Long, sponsor, and Michael Cropp, Damascus, Md.



► These Kansas juniors won reserve champion state carcass group. Pictured are (from left) Curtis Long, sponsor; and Esther McCabe, Hannah McCabe and Christiane Wimbish, all of Elk City, Kan.

Editor's Note: *Carrie Gilliam, a recent graduate of Kansas State University, is the 2011 public relations and communications intern for the American Angus Association.*