



# Next Generation

► Postcard from an NJAA director and state spotlights

## Angus Cattle: Driving the beef industry

We are all aware that the Angus breed of cattle is perhaps the most dominant breed across the globe. Angus cattle are prone to success through exhibition, but perhaps their greatest impact over the beef industry goes beyond the walls of the showing. Many may ask, “So what is it that makes this breed so influential to commercial cattlemen?”

Angus cattle bring together “the complete package” by providing exceptional phenotype and genetic incentives — all without sacrificing incomparable marketability.

We all know that Angus is a maternally-focused breed that excels in functionality and feed efficiency. Since the average cost of feed among American producers accounts for 65%-70% of all production costs, practicality becomes a foremost priority. Angus cattle fulfill this demand as their requirements for maintenance are much lower than that of other Continental breeds, and market animals can reach their critical pay weights at a much more efficient rate. With this said, Angus cattle require less feed to grow and survive; keeping production costs low and profit high.

Angus cattle are widely used in



**Christopher Cassidy**

crossbreeding systems due to their genetic incentives. Angus cattle are naturally polled, and many operations use Angus sires as a genetic dehorner. Many crossbreeding systems also run into trouble during calving seasons. Dystocia is a huge issue with cattle operations, and the low birth weights of Angus calves, as well as their accurate EPD (expected progeny differences) charts, make them a smart choice for many first-calf heifers and difficult calvers.

Perhaps the greatest driving force of Angus cattle to the beef industry is their superior marketability. When the Certified Angus Beef (CAB) Program was established in 1978, it provided assurances of beef quality to consumers. Consequently, commercial producers rapidly began breeding to Angus sires, with the hopes of catching premiums when they market their terminal-bound progeny on a grid system. Today, the appeal of CAB has attracted consumers all across the world, and in turn has proved to be very profitable to our Association.

Angus cattle are without a doubt one of the driving forces of the beef industry. Not only have commercial producers injected Angus influence into their herds, other purebred associations have developed new breeds, such as Lim-flex and ShorthornPlus, to better their own respective associations. The diversity of Angus cattle has proven profitable for all operations, and will continue to move our industry in a positive direction. Without Angus cattle, the beef industry would not be as strong as it is today.

— Christopher Cassidy, Illinois

### Summer Internships offered at Accelerated Genetics

Accelerated Genetics is offering four types of summer internships to college students for the summer of 2010. Accelerated Genetics internships provide a variety of opportunities, from working hands-on within the artificial insemination (AI) industry, to networking and gaining experiences that will help students prepare for a future career. The four types of internships being offered for 2010 include

public relations (PR) and advertising, genetic services, sales and service, and veterinary.

The application deadline for all positions is Nov. 15. To apply for the PR, genetic services or veterinary services positions, send cover letter and resume to Accelerated Genetics, E10890 Penny Ln., Baraboo, WI 53913. Intern applications should be to the attention of:

- advertising/PR — Kari Stanek at 1-800-451-9275, ext. 222, or [kstanek@accelgen.com](mailto:kstanek@accelgen.com);
- genetic services — Glen Jensen, ext. 245, or [gjensen@accelgen.com](mailto:gjensen@accelgen.com);
- sales and service, Sue Lindloff, ext. 254, or [slindloff@accelgen.com](mailto:slindloff@accelgen.com); or
- veterinary, David Brown, Accelerated Genetics, 828 South Main St., Westby, WI 54667, ext. 510, or [dbrown@accelgen.com](mailto:dbrown@accelgen.com).



► Iowa State Fair Angus Show, Des Moines, Aug. 18



► **Bryanne Duckett** (right), New Liberty, was selected as the 2009-2010 Iowa Angus queen; also pictured is **Ashley Kuehn**, Durant, retiring queen.

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