

What's New on the Web

New online features simplify, inform.

by **Crystal Albers**, assistant director of communications/web editor, American Angus Association

Your time is precious these days. We at the American Angus Association recognize that and have developed several new features at www.angus.org to include more information when and where you need it.

EPD/Pedigree Search

The EPD/Pedigree Search — located through the Data Searches/Tools link on the left menu at www.angus.org — now features a graph of EPD percentile breakdowns in addition to pedigrees and available expected progeny differences (EPDs).

Using data from the latest National Cattle Evaluation (NCE), the EPD graph visually displays where animals rank within the breed according to their sex and category, with the 50th percentile representing the breed average. To access the graph, click on the EPD Percentiles link located between the animal's pedigree and EPDs.

Animal photos may now also appear in the upper right-hand corner of the EPD/Pedigree lookup. The new feature allows producers and their customers to view their animals and EPD and pedigree information simultaneously.

Using their AAA Login accounts, members can upload images by clicking on "Pictures on EPD/Pedigree Lookup" and following available instructions. Producers can display an animal's photo for \$50 for one year, or \$200 for five years, payable at the time of order.

Show Reports

Show reports added to www.angus.org earlier this year are now easily accessible directly from the home page. Use the "Show Results" tab — prominently featured alongside the tabbed Angus Calendar and sale information — to access a list of the most recently updated shows and accompanying photos.

News, Features

The American Angus Association continues to provide regularly updated news and information pertinent to Angus breeders and their customers. Recent news and features cover genomic-enhanced EPDs and how the technology works on real-life ranches, the advantages of the AngusSource program, and coverage of the latest Angus events like Cattlemen's Boot Camp.

Videos

Videos produced by the Association are also regularly updated. Recent videos — available through the Videos link on the left menu — include a how-to for collecting DNA samples, tips for spreading positive messages about agriculture, and a new series dedicated to innovations developed by and/or for Angus producers.

