

New Repro Tool Under Development

Angus Foundation partners with Pfizer Animal Health and National Cattlemen's Foundation to create online learning tool.

by Kelli Armbruster & Rene Lloyd

The Angus Foundation has invested \$30,000 to initiate the development of an online producer education tool for beef cattle reproduction. The Angus Foundation is the not-for-profit affiliate of the American Angus Association that funds and supports programs involving education, youth and research.

With its investment, the Angus Foundation joins Pfizer Animal Health, the National Cattlemen's Foundation (NCF) and National Cattlemen's Beef Association (NCBA) in sponsoring a web-based learning course through the Cattle Learning Center. The module, entitled *Prevention Programs and Technologies to Improve Reproductive Performance*, is the third in the beef cattle reproductive series offered through the Cattle Learning Center and is expected to be released in fall 2008.

"We couldn't be more excited to work with the Angus Foundation and the National Cattlemen's Foundation on this important educational project," says Julian Garcia, director of marketing for Pfizer Animal Health.

"We have made a significant commitment to the Cattle Learning Center, and Pfizer is proud to bring educational opportunities to cattle producers across the country."

"Projects like the online course on reproduction are part of the National Cattlemen's Foundation mission to bring tools and information to beef producers that will enhance their operations' efficiency and profit potential," NCF Chairman Bob Josserand says.

The reproductive performance course is part of a web-based curriculum developed by Pfizer Animal Health, the NCF and NCBA for the Cattle Learning Center. These modules provide in-depth learning tools for producers to learn at their own pace in their home or office. This type of delivery system has proven to be a great way to reach diverse audiences. Producers who enroll in the course get web access to the curriculum and may also request a CD version of the information.

"Members of the American Angus Association and those new to the cattle

industry have an excellent opportunity to build upon their knowledge base and ultimately their profit by utilizing the information provided by the Cattle Learning Center," says John Crouch, American Angus Association executive vice president.

"We feel that this exceptional educational module and instructional medium offered by the National Cattlemen's Foundation directly correlates with our mission to support education, youth and research activities for the benefit of the Angus breed," Angus Foundation President Milford Jenkins says. "It is a privilege to partner with the National Cattlemen's Foundation, Pfizer and NCBA on a project that will no doubt further expand lifelong learning for our Angus breeders, commercial producers and the beef industry."

To learn more about the Cattle Learning Center, log onto www.cattlelearningcenter.org. For more information about the Angus Foundation visit www.angusfoundation.org, or contact Jenkins at 816-383-5100 or mjenkins@angusfoundation.org. 

Heifer Supports Vision

Baldrige Bros. donate Z38 x 616 heifer to headline the 2008 Angus Foundation Package.

Jud Baldrige and Jeff Baldrige, owners of Baldrige Bros., North Platte, Neb., will donate the 2008 Angus Foundation Heifer, set to sell at 2 p.m., Jan. 17, 2008, during the National Western Stock Show (NWSS) in Denver, Colo.

Baldrige Blackcap S813 is a daughter of VT 1407 New Design Z38, selected by Murcielago Farms in Virginia as the \$210,000 top-selling female of the Baldrige Bros. 2006 record-setting sale. S813's sire, Rito 112 of 2536 Rito 616, is a son of GAR Precision 2536 that ranks in the top 1% among current sires for weaning weight (WW) and yearling weight (YW) expected progeny differences (EPDs), and feedlot value (\$F) and beef value (\$B) indexes.

The sale of the Angus Foundation Heifer Package, an annual fundraising tradition initiated in 1980, supports the Angus Foundation, the 501(c)(3) not-for-profit affiliate of the American Angus Association that funds education, youth and research activities in the Angus breed and agricultural industry. The sale of the package will precede the National Western Angus Bull Sale, scheduled to take place in the Beef Palace Auction Arena.

In addition to the heifer, the buyer will receive 30 days of free insurance from American Live Stock Insurance Co., Geneva, Ill.; free transportation to the buyer's farm or ranch provided by Lathrop Livestock Transportation, Dundee, Ill.; and an Advanced Reproductive Technology Package from Trans Ova Genetics, Sioux Center, Iowa, that includes genetic preservation and one session of *in vitro* fertilization with sex-sorted semen from a bull of the buyer's choice.

"Baldrige Blackcap S813 hails from one of the most exceptional Angus herds in the country," Milford Jenkins, Angus Foundation president, says. "We are excited to offer a heifer that combines an outstanding pedigree with superior phenotype. An added

feature of this heifer is her planned mating to a popular Angus sire this fall."

Jenkins adds that S813 was carefully selected by Jud and Jeff Baldrige for the specific purpose of the Angus Foundation Heifer fundraiser in Denver.

Supporting the Angus Foundation Heifer Package is a tradition for the Baldrige family. Jud and Jeff's father, Jim Baldrige, purchased the first two Angus Foundation heifers in 1980 and 1981.

Today, Baldrige Bros. still prides itself on providing customers with progressive genetics. On their web site, www.baldrige.net, the brothers explain that the goal of their Angus program is to provide "genetics that excel in the economically important traits of efficient beef production. To us that means growth, fertility, calving ease, and maternal and carcass traits. And, these traits should come in a functional, sound, easy-fleshing and gentle package."

For more information about the Angus Foundation Heifer Package, contact the Angus Foundation at 816-383-5100 or visit with any regional manager. To learn more about the Angus Foundation, visit www.angusfoundation.org. 

