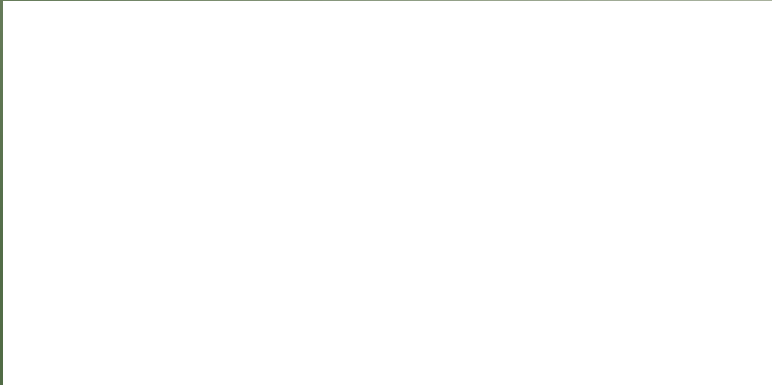


NORTH CAROLINA ANGUS NEWS

Spring 2017



*Photo by Ann Brown
Spring 2017*



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NCAA
945 Woodsdale Road
Roxboro, NC 27574

9th Annual Production Sale

Saturday • NOON • Louisburg, NC

May 13, 2017



Selling 60 lots of Donors, ET's, Yearlings, Bred Heifers, Fall Pairs and Spring Pairs. More than 90 Head Sell!

ST# 7D 4268 of 747 1010 [DDF]



CED +7
BW ~3
WW +56
YW +92
MILK +28
Marb +1.31
RE +.91
Fat +.053
SW +57.90
SF +54.42
SG +47.53
SB +181.93



Reg. No. 16855715 • DOB: 01/08/2011

#CA Future Direction 5321 [AMC-MC-M]
B/R Future Direction 4268 [DM-CU-M]
B/R Ruby 9114 [AM-M]
#SS Objective T510 OT26 [AM-CU-M]
DRMCTR/SH Objective 747 [AM-M]
+Britt Evergreen 565 [M]
#GAR Precision 1680 [AMC-MC]
CA Miss Power Fix 308 [M]
#B/R Destination 727 [AM-M-M]
B/R Ruby 521
#SS Traveler 6807 T510 [AM-CU-M]
SS Miss Rita R011 788 [AM-M]
#GAR Predestined [AMC-M-M]
+Baldridge Evergreen M858 [AM-M]

Selling 6 daughters out of the \$310,000 valued Highroller Angus donor 1010 sired by Waylon, Ten X, Journey, Stud, Rampage and Discovery. 1010 herself ranks in the top 1% of current Angus dams for CW, Marbling and \$Beef and has two progeny turned into AHIR® that ratio 104 for weaning and 30 progeny scanned that did 111 IMF and 101 RE. She has amassed more than \$320,000 in progeny sales to date and is considered by many great cattlemen as one of the real unique Angus matrons in the breed today.

Reg. No. 18120515 • DOB: 04/20/2015

B/R Future Direction 4268
+WR Journey-1X74
2 Bar 5050 New Design 7831
#AAR Ten X 7008 SA
Welytok Total 10 Erianna 3B2
Quaker Hill Erianna 8T2
#CA Future Direction 5321
B/R Ruby 9114
#+GAR New Design 5050
2 Bar 036 Lady 0107
#Myty In Focus
#AAR Lady Kelson 5551
#TC Total 410 [AMF-CAF-M]
#Quaker Hill Erianna 2J3

Selling as Lot 1, this outstanding individual is a daughter of Journey out of the \$87,500 3B2 donor at Highroller Angus. 5032 herself is a maternal sister to the number 1 \$Beef female in the breed 6D74 who is currently 205.94 \$Beef. She also ranks in the top 1% of current non-parent Angus females for WW, YW, Milk, CW, RE, \$Wean, \$Feedlot and \$Beef. She is currently the 5th highest \$Beef Journey daughter in the breed and excels from a phenotypic aspect being one of Journey's best. She sells bred to calve to Hi-Tech this fall.

ST/NA Journey Erianna 5032



CED +5
BW ~4
WW +70
YW +120
MILK +36
Marb +.96
RE +1.22
Fat +0
SW +82.10
SF +90.33
SG +49.54
SB +188.57

SF Springfield Angus
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Phil Goodson • Cell (919) 880-9062
Farm (919) 496-6722
www.springfieldangus.com



Parker 254-413-2420
parkerfriedrich@earthlink.net

EPDs as of: 3/7/17



From Sharon's Desk...

Spring is almost here...but I guess it has really been here all winter! Except for one major snow event and a few cold days, we have experienced a very mild winter. I am not complaining about the temperatures, but a little more moisture would have been nice. I think last year this time we were all complaining about the mud. I guess that is why we love living in North Carolina.

The 34th Annual NC Angus Spring Fever Sale will be held May 6th in Reidsville, NC at the Upper Piedmont Research Station. This year's sale is really coming together with some very exciting lots perfect for infusing our buyers' herds with some new exciting genetics. Due to the success of last year's incentive program for consignors (see winners' pictures in the Annual Meeting article), the Association is once again offering a cash award to those lots selected as the "judge's choice" in each class of cattle in the sale. This is our way of recognizing the consignors who bring you their best quality cattle for the sale. We will

be offering cow-calf pairs, bred and open heifers and embryos. Something for everyone, so be sure to join us on May 6th. Look for the full catalog on our website, ncangus.org.

Our NCAA Annual Meeting was held in February in Winston-Salem, NC and we had a record number in attendance. It was great to share fellowship with our members and learn more about new innovations in the beef industry. A special thank you to Eddie Leagans, Annual Meeting committee chairman for putting together a great event. Also, thanks to Dr. Brent Scarlett, Kevin Yon, Phil Rucker and Steve Grady for an outstanding educational program.

All the wildfires across the plains have really impacted our fellow cattle producers. As a small way for us to help, we have compiled a listing of places you can send donations to support the relief efforts. You can find the list on our website ncangus.org.

Spring Sales are just around the corner, so I look forward to seeing many of you soon.

Sharon Rogers
NCAA Executive Secretary

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North Carolina Angus News Advertising Rates

Size	Cost/ad/publication	Size	Cost/ad/publication	Size	Cost/ad/publication
Full page (b/w)	\$300	1/2 page (b/w)	\$150	1/4 page (b/w)	\$100
7.125 x 9.8125		8.125 x 5.406		4.0625 x 5.4252	
Full page (color)	\$400	1/2 page (color)	\$200	Business card (b/w)	\$75
7.125 x 9.8125		8.125 x 5.406		3.5 x 2	

Contact the North Carolina Angus Association for more details on article submission and advertising.
NCAA • Sharon Rogers • 336-599-8750 – email: ncaa.sec@gmail.com

President's Message

Roy Outlaw - Outlaw Angus, Seven Springs, NC
NCAA President



The NCAA Annual Meeting held on February 11, 2017 was a huge success. I wish to thank Eddie Leagans and the Annual Meeting Committee for all their hard work. Also, I want to thank Mr. Kevin Yon, American Angus Association Vice President, for giving us good information from the Association.

Spring is on the way, and one of the prettiest sights I know is black cows grazing on green grass. Fall breeding programs are finishing up and spring is getting ready to start. I hope everyone has great success.

I want to thank the NCAA for allowing me to serve as your president for 2017. We are looking forward to a great Spring Fever Sale on May 6, 2017 in Reidsville. Please support our upcoming sales.

Roy Outlaw
NCAA President

2017 Schedule of Events



- April 5 Ridgefield Farm Bull Sale
Athens, TN
- April 8 Tarheel Angus "Back on Grass" Sale
Burlington, NC
- April 22 Performance Legends Female Sale
Union Grove, NC
- April 22 NCJAA State Show
Greensboro, NC
- May 6..... NC Angus Spring Fever Sale
Reidsville, NC**
- May 6..... Timberland Cattle Inc. 7th Annual Black Angus
& SimAngus Spring Female Cattle Sale
Vernon, AL
- May 13..... Springfield Angus Production Sale
Louisburg, NC
- May 25-28..... Atlantic Nationals Angus Show
Timonium, MD
- June 2-4..... NC Junior Beef Round Up
Raleigh, NC
- June 7-11..... Eastern Regional Junior Angus Show
Louisville, KY
- July 9-15..... National Junior Angus Show
Des Moines, IA
- August 5-6 SC Junior Beef Round Up
Clemson, SC
- September 8-17..... NC Mountain State Fair
Fletcher, NC
- Sept 29-Oct 8 Dixie Classic Fair
Winston-Salem, NC
- October 7..... Wood Angus Bull & Elite Female Sale
Willow Spring, NC
- October 12-22..... NC State Fair
Raleigh, NC
- October 21 Fred Smith Co. Ranch Extra Effort Sale
Clinton, NC
- October 28..... Yon Family Farms Fall Sale
Ridge Spring, SC
- November 4..... NC Angus Down East Sale
Clinton, NC**
- December 2..... The Partners Sale
Rocky Mount, NC
- December 2..... Union County Performance Tested Bull Sale
Monroe, NC



North Carolina Angus Association Membership Form

North Carolina Angus Association Inc.

\$50 Regular Membership (All Paying Members -
Purebred and/or Commercial)

Name

Farm Name

Address

City

State Zip

Phone Mobile

Email

Website

Return form along with \$50 membership dues to:
NC Angus Association
Sharon Rogers, 945 Woodsdale Rd, Roxboro, NC 27574

NOW and THEN: Memories and Thoughts on the NCAA and the Angus Business...

By Bette Laursen, N.C. Angus Association Executive Director, 1988 - 1996
Co-Owner and Manager of Goose River Farm, Oxford, North Carolina

Memories...what a good time I have had in the cattle business.

Preceding the new 1984 Spring Fever Sale, Gentry Brothers Angus, operated by the late William and the late Ira Gentry, sponsored the Northwest Premium Angus Sale. They traditionally invited other Angus breeders to participate in the sale and then in 1983, they dispersed their herds. There was a void sales-wise, and the N. C. Angus Association Board of Directors decided to fill it, thus the birth of the Spring Fever Sale.

We are fortunate now to hold the sale at the beautiful Chinqua-Penn Plantation and the Upper Piedmont Research Station facilities. Originally, the sale was held at the historic Oak Summit Farm, as had been the Northwest Premium Sale. The venerable "Luke" Graham owned the farm and graciously allowed us to have our sales there.



"Luke" Graham Welcomes you to Oak Summit.

Graham was proud of his Oak Summit herd and his farm and he was a widely respected Angus breeder nationwide. Howard Gentry, son of William Gentry and owner of the well-known Gentry Homeplace Angus near King, NC, vividly remembers that immediately after one early Spring Fever Sale, he and other members were loading out the cattle and someone ran up to him somewhat out of breath and said, "Mr. Graham said he wants to see Howard Gentry now!" and Howard went post haste.

Mr. Graham was not happy and he was very direct... he did not like the quality of many of the cattle sold in that day's sale and he was even less impressed with the preparation of the cattle for the sale.

"I don't want to have a sale on my farm with less than the best cattle. The Angus Association can have one more sale here and we will see after that. Make sure this doesn't happen again."

It never happened again. Howard and the NCAA put the onus on Tom Burke, sales manager with the Angus Hall of Fame in Smithville, Missouri, in the choice of cattle. Consignors were urged to pay much greater attention to how they presented their cattle.

In fact from then on, most consigners had their cows

and calves in top notch physical condition and the cattle were properly washed and trimmed. The Spring Fever Sale stayed at Oak Summit Farm until Mr. Graham dispersed his herd and sold the farm in 1987. Then Yadkin River Angus hosted the sale a couple of years, after that the sale moved to the Stokes County Fairgrounds, then to Shuffler Sale Facility, and finally to Upper Piedmont Research Station.

In 1989, for Field Day, we planned workshops, demonstrations, and lessons on preparing cattle for sales. Howard Gentry and Greg Whybrew led the session in which they taught about clipping, nutrition, washing, and health aspects of preparing cattle for a sale. The Field Day was held at N.C. State University Beef Cattle Teaching Unit on Reedy Creek Road near Raleigh. The Unit was moved to a new location years ago.

In Gentry's workshop, he talked about the Spring Fever Sale being our select sale where we sell "front pasture cattle."



(l. to r.) Emerson Black, Sam Buchanan, Hans Rohdenburg, Marshall Roberts, Bill Austin and H.D. Quessenberry.

He said, "People look to buy cattle with popular pedigrees, high EPD cattle. They want to buy heifers that will fit in the top of the herd and perhaps be show prospects. They are looking for cows that will sire test station bulls. Then in the 'Fall Sale,' buyers look for good working, productive 'middle of the herd' but certainly sound cattle." (The Fall Sale was comparable to the Down East Sale today.)

On that Saturday in 1989, Gentry ended his talk with these words: "Marketing is important. You have done a lot of work and have gone to a lot of expense. You have gotten up hay in the heat. You have fed cattle on the coldest day of winter. You have spent time reading and studying Angus genetics. You have invested in cattle, facilities, and equipment. Don't cut yourself short on sale day. Do a good job marketing."

Words that need pondering even today! Thank you, Howard Gentry!

North Carolina Angus Association Holds 72nd Annual Meeting

Sharon Rogers, NCAA Executive Secretary



2017 NC Angus Officers and Board of Directors:
Front Row: Sharon Rogers - Executive Secretary,
John Smith - Past President, Roy Outlaw - President,
Dr. Eugene Shuffler - Vice President, Joe Hampton -
Treasurer. Back Row: Mark Wilburn, Bruce Shankle,
Tim Goforth, Roy Swisher, Mike Moss, Russell Wood,
David Gragg, Eddie Leagans, Brooke Harward.



2016 NC Angus Spring Fever Sale Ira Gentry
Memorial Award and Top Fall Pair winner presented
to Goforth Angus. Pictured Mark Wilburn -
presenting, Andrea and Tim Goforth.



2016 NC Angus Spring Fever Sale Top Bred Heifer
presented to Bridges Beef Cattle. Pictured Crystal
and John Bridges, Mark Wilburn - presenting.



2016 NC Angus Spring Fever Sale Top Spring Pair
presented to Scarlett Farms. Pictured Elaine Scarlett
and Mark Wilburn.



DeEtta Wood Achievement and Leadership Award
winners: Cortney Holshouser, committee chairman
and Justin Wood presenting. Winners Alyssa Goforth
- Senior Division, Cara Smith - Intermediate Divi-
sion, Alex Cassavaugh - Junior Division.

The 2017 North Carolina Angus Association Annual Meeting was held February 13, 2017 at the Forsyth County Agriculture Building in Winston-Salem, NC. It was a great day to learn about new innovations in the beef industry, conduct association business, celebrate old friendships and make new ones.

The day kicked off with a NC Angus Association Board of Directors meeting. The several association committee reports were shared with the board and plans were made for the upcoming year. A major topic of interest at the opening board meeting was the revamp of the NC Angus Elite Heifer Program to make its debut at the upcoming 2017 NC Angus Spring Fever Sale. Sale committee member, Dr. Brent Scarlett, presented a report on the new Elite Heifer guidelines and upcoming sale. He was also able to report on the success of the 2016 sale incentive program and stated it really made the consignors bring their best cattle. Discussion was held on the NC Angus News magazine. Board members felt the magazine was a great public relations tool for the association and they hope it continues to grow. Everyone was encouraged to continue seeking out advertisers for the publication. The NC Angus Auxiliary and the NC Junior Angus Association also conducted their annual meetings and educational programs in conjunction with the association meeting.

A special recognition to our meeting sponsors for their support of the day's events: ABS Global, Bartlett Milling Company, Central Life Sciences, Farm Credit Associations of NC, First Hand Foods, Genex Corporation, James River Equipment of Statesville, Merck Animal Health, Merial, Mid-Atlantic Cattle Sales, Harward Brothers and Stanly County Livestock Markets, Chesnee Livestock Market, NC Cattlemen's Association, Select Sires, Sink Farm Equipment, Southeast AgriSeeds, Southern State Coop., Sunset Feeds and Zoetis. The NCAA would like to thank these sponsors for exhibiting and for sharing information about their products and

services with our membership.

The afternoon educational program contained a tremendous amount of valuable information for our attendees. Dr. Brent Scarlett of Scarlett Mobile Large Animal Services provided our group with his thoughts on heifer selection and development. Dr. Scarlett began his presentation with a lighthearted approach to selecting the perfect wife and relating all those traits to selecting the best replacement female for our herds. The focus of his presentation was setting goals for your replacements, defining how to achieve those goals and protecting your investment. The crowd was really engaged throughout the entire presentation especially the financial information shared on the costs associated with heifer development. For example, Dr. Scarlett presented a study that showed the lifetime average return on investment per females as affected by their calving date as a two-year-old. Only those females calving in the first 21 days of the season showed a positive return on investment. Heifers calving in the second, third and final 21-days of the season each saw a loss and the amount of the loss increased over time.

Dr. Scarlett then moderated a very informative producer panel discussion. The panel included Steve Grady, Phil Rucker and Kevin Yon. Each of the members offered a unique perspective on how they select and develop heifers and some of the factors that influence their decision making. A major take home message from Dr. Scarlett and each of the panelists was the importance of record keeping on your cattle herd. They all felt heifers should have the production data to justify being selected for the herds. New technology such as genomic testing was considered very important but also actual phenotypic data such as birth, weaning, yearling weight and ratios within the herd often assisted them in their selection decisions. The panel concluded with some great questions from the audience.

Next on the day's agenda was the



NCAA Annual Meeting Committee
Chairman, Eddie Leagans
welcomes everyone to the meeting.



Kevin Yon, AAA Vice President
presented an update from the
American Angus Association.

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Annual Business Meeting of the NC Angus Association. Each association committee shared their annual report with the membership for activities from 2016. The retiring NCAA board members were recognized and thanked for their three years of service to the association: Linda Hicks, Steve Grady, Wells Shealy, Kim Starnes and Ben Winslow. New board members were nominated and selected to serve the association for the next three years. New board members are: Tim Goforth, Richard Kirkman, Scott Matthis, Preston Pinkston and Roy Swisher. Following the membership meeting, the board met to elect officers. The 2017 NCAA officers will be Roy Outlaw - President, Eugene Shuffler - Vice President and Joe Hampton - Treasurer. Next attendees were given the time to meet vendors in our expanded trade show and learn about some of the newest products for their farms and cattle.

The evening banquet brought out even more members to fellowship. Kevin Yon, Vice President of the American Angus Association, gave a year in review report for the activities of the association and discussed his ideas for the future of the organization. Mr. Yon also talked about how he became involved in the Angus breed and the tremendous role the cattle have played in his entire life. As always, Kevin was very informative and entertaining for our group.

Several awards were presented to members during the banquet. Retiring President, John Smith was presented a plaque for his years of dedicated service to the association. Tim and Andrea Goforth of Goforth Angus in East Bend received the Ira Gentry Memorial trophy for consigning the high-selling lot in the 2016 Spring Fever Sale. In addition, the Goforths were also recognized in the new "judges choice program" for having the top fall cow/calf pair, along with Scarlett Farms having the spring cow/calf pair, Bridges Beef Cattle the top bred heifer and Silver Springs Angus the preferred open heifer in the Spring Fever Sale.

The 2016 NC Angus Hall of Fame Award was then presented to William and Jane Ebert of Eberlee Farms in Sparta, NC.

Jim Scarlett recognized the Eberts for their many years of dedicated service to the NC Angus Association and Auxiliary, the NC Junior Angus Association and the American Angus Auxiliary. Jane Ebert held many positions within the NC and American Angus Auxiliary, most notably serving as the American Angus Auxiliary President. William Ebert served on several committees, on the board of the NC Angus Association and he worked tirelessly for many years to support the NC Junior Angus program. The Eberts truly exemplify what it means to be a Hall of Fame inductee.

Many NC Junior Angus members were recognized for their outstanding achievements as well. The first annual DeEtta Wood Leadership Award was presented to Alex Cassavaugh, Cara Smith and Alyssa Goforth for their participation in various Angus activities during 2016. Chris Jeffcoat, American Angus Association Regional Manager, presented Ava and Riley Wood their silver and bronze awards from the National Junior Angus Association. The NC Angus Auxiliary presented their first Merit Awards to eleven NC Juniors.

The evening finished up with the auction conducted by Stanley Smith. A highlight of this year's auction was an Angus print donated by Joe and Robin Hampton to benefit the DeEtta Wood Memorial Endowment. The print was sold and then re-auctioned a couple of times to show support for the fund and its importance to the youth of the Angus breed. At the conclusion, the print sold for \$1,850 and it will find its home in the office at Wood Angus. The juniors auctioned several cakes and were able to raise funds for their many activities for the coming year. Then the auction cranked up for the preferred spots on the NCAA Website, the ad spaces for the Spring Fever sale and for the select pages in the NC Angus News magazine. A special thank you to everyone who bid and purchased all the items to benefit the association.

Once again, thank you to Eddie Leagans, Annual Meeting Committee Chairman, Roy and Teresa Swisher, Howard Gentry, Linda Hicks, April Bowman and all the other great members who helped make the day such a success.



Joe and Robin Hampton of Mount Ulla, NC donated a Frank Murphy print to be sold at the NC Angus Association Annual Meeting with the proceeds going to the DeEtta Wood Scholarship Fund. The print generated \$1,850 for the scholarship fund. Pictured left to right: Justin Wood, Craig Jones, Gayle Jones, Joe Hampton, Robin Hampton, Russell Wood, Elaine Wood, Riley Wood, Jeff Wood.



Roy Outlaw presents the past president's plaque to John Smith for his service as association president from 2015-2016.



Chris Jeffcoat, AAA Regional Manager, presents Riley and Ava Wood NJAA Silver and Bronze Awards.



Dr. Brent Scarlett presented a very informative talk on heifer selection and development.



2016 NC Angus Hall of Fame inductees Bill and Jane Ebert. Jim Scarlett - presenting. Spring 2017



NC Junior Angus Association 2016 Boosters



President John Smith presented appreciation plaques to outgoing board members Steve Grady, Linda Hicks and Wells Shealy.



The North Carolina Angus Auxiliary had a busy and successful 2016. We had great attendance and made plans to continue our mission to promote and support the Angus breed during our Annual and Spring meetings. Our Silent Auction and Live auctions continued to be a big success.

The Auxiliary was fortunate enough to be able to support our juniors as well as complete membership drives at the NC Angus State Show and N.C. Junior Beef Round Up. We were excited to provide gifts for all exhibitors at the State Show and offered a fun drawing for an Angus Grill Basket at N.C. Junior Beef Round Up.

In 2016, we were excited to finalize our NC Angus Auxiliary Merit Award and offered it for the first time. We were proud to award 11 deserving juniors this year at the 2017 NC Angus Association Annual Meeting.

We continued with our annual Summer Outing in July at Sysco Raleigh. Auxiliary members and their guests enjoyed a tour of Sysco Raleigh with a focus on their partnership with Certified Angus Beef. We concluded the tour with a picnic lunch featuring CAB products.

The North Carolina Angus Auxiliary started 2017 with our Annual Meeting, held in conjunction with the North Carolina Angus Association Annual Meeting on February 11 in Winston Salem. We were fortunate to have 17 members and 2 guests in attendance, including several new members! Our meeting and program took place at Hutch and Harris Restaurant. Along with a delicious lunch, we enjoyed a fun Make and Take activity with a Spice Rub Bar. Our meeting was led by Jaime Watson, 2016 President. Our annual events, service projects, and fundraising goals for 2017 were discussed during our meeting. We are excited for what this new year will bring and hope to add more wonderful ladies to our Auxiliary.

Our new officers for 2017 were elected and installed as well. The leadership for the NC Angus Auxiliary includes Christy Perdue (President), Jane Ebert (President Elect), Callie Carson (Secretary/Treasurer), and Jaime Watson (Advisor). Please contact any of our executive team with questions or suggestions.

One of our major fundraisers for the year is always our Annual Silent Auction. Each year we are excited to provide a wide range of unique items, many Angus themed, for those in attendance to bid on. We love that this gives us the opportunity to showcase the talents and creativity of our members while allowing us to continue to support our Angus family with awards, scholarships, service, and gifts. Looking forward to our 2018 Silent Auction already!

In addition to our Silent Auction, we are excited to announce our 2017 raffle for a chance to win one of three prizes. Prizes include a Henry Repeating Arms Rifle and a Yeti cooler. We will be selling tickets throughout the year, hopefully starting this Spring and will continue until the Annual Meeting of 2018, where our drawing will take place and winners will be announced. Tickets will be \$5 each or 6 for \$20. Contact Cortney Holshouser with questions or see an Auxiliary member for details or to buy tickets.

We have several events planned for the upcoming year and any woman (member or non-member) is invited to join us! Upcoming events include our Spring Meeting which will be held in conjunction with the Spring Fever Sale on Saturday, May 6 at the Upper Piedmont Research Station in Reidsville, NC. Tentative meeting time is 9:30 a.m. (prior to the sale) and will include a delicious breakfast. Our Summer Outing is currently being planned. Please stay tuned for tentative dates and locations. An invitation to this outing is extended to all Angus ladies, as well as female junior members and their mothers and grandmothers. We look forward to this outing bringing our two organizations together and to provide a fun way to get to know each other better. Invitations and further details to follow. Please contact Jane Ebert for further details.

We encourage all juniors to apply for our 2017 Achievement Award. Applications are due by December 31. Applications and details are available on our website. Please see an Auxiliary member if you have questions.

We look forward to 2017 and what it will bring! We hope to see you at the many NC Angus sponsored events this year and hope to continue to grow in our membership and our services!



NC Angus Auxiliary Merit Awards were presented to L to R: Cara Smith, Taylor Glover, Marcie Harward, Jonathan Scarlett, Caroline Scarlett, Mattie Harward, Lynae Bowman, Alex Cassavaugh, Caleb Heath, Thomas Smith, Colton Cox.

Make and Take Spice Rub Bar



NC Angus Auxiliary leadership: Christy Perdue (President), Callie Carson (Secretary/Treasurer), Jane Ebert (President Elect) and Jaime Watson (Advisor).



Auxiliary attendees at their 2017 Annual Meeting.

Spring 2017

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Visitors Always Welcome
Please call or email for an appointment

Contact: Ted Katsigianis
Vice President of Agriculture

Biltmore Estate
1 North Pack Square
Asheville, NC 28801
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Daniel Hernandez, Mgr. - cell (336) 572-2364
Web: www.bittersweetfarms.com

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"Quality Angus Cattle in GA and NC since 1957"

Females Selling in the NC Angus Spring Fever Sale

CPES Miss Thunder 0616

Birthdate 1/4/2010 - Reg# 16697130



Connealy Thunder cow and her 7-month-old Quaker Hill Rampage 0A36 bull calf in 2016, WW 820, YW 1,289. Ratios: BR 5@101, WR 5@100, YR 5@99; calving interval 5 in 361 days. Sells with a Plattermere Weigh Up K360 daughter born 3/6/17.

OCR 8506 Substance Y270

Birthdate 12/8/2011 - Reg# 17148506



Benfield Substance sired cow with a growthy, feminine AAR Ten X 7008 S A daughter (18721920; in photo) born 12/6/16, BW 76 lb. Cow bred to AAR Ten X 7008 S A, February 26, 2017.

HAF Miss Burgess 10X 414

Birthdate 1/25/2014 - Reg# 17749344

A Plattermere Weigh Up K360 cow selling with a 12/24/16 heifer (18721901) sired by AAR Ten X 7008 S A. Cow bred to AAR Ten X 7008 S A on February 26, 2017.

HAF Miss Burgess All In 415

Birthdate 11/24/2015 - Reg# 18432187

A Deer Valley All In heifer bred to Quaker Hill Rampage 0A36 March 21, 2017

Dr. Gary M. Hill
335 Pressley Road
Hendersonville, NC
229-848-3695



North Carolina Angus Association Prepares for their 34th Spring Fever Sale



Sharon Rogers, NCAA Executive Secretary

The North Carolina Angus Association's 34th Spring Fever Sale will be held at the Upper Piedmont Research Station in Reidsville on Saturday, May 6th, 2017. The sale will showcase Angus genetics from leading breeders in North Carolina and will be fully managed by the NC Angus Association. Spring Fever committee members tell me, "We are really excited about the top quality consignments we have received from our members." Angus enthusiasts from across our state and the southeast will be able to view and purchase progeny from the breed leading genetics being showcased in this sale.

The Spring Fever Sale committee along with the NCAA has been working hard on this annual event. To ensure buyers will find those top quality cattle they are seeking, this year's consignors are once again being offered an incentive program. A select group of distinguished cattle producers will come together sale day to select the "judge's choice" lot in each class of cattle in the sale. The judge's choice for the cow-calf pair, bred heifer and open heifer will receive a cash prize along with semen from some of the major AI studs. This is our way of recognizing the consignors who dig deep into their herds to bring their best cattle for the sale.

As in the past, the sale will feature several outstanding fall pairs with fancy heifer calves. We will have a great selection of spring pairs, bred heifers, open

heifers and embryos. Most of the females in this sale are distinguished by their pedigree, the calf at their side or by the calf they're carrying by some of the most prominent industry leading sires. Over the past 33 years our sale has become a source for the heart of many Angus herds in the southeast.

The North Carolina Junior Angus Association will be serving lunch to help raise funds for their busy summer show season and other activities throughout the year. As well as the North Carolina Angus Auxiliary will have items for auction to benefit their activities.

Watch for your sale catalog in the mail. The catalog should be on our website (www.ncangus.org) by early April. If you're not on our mailing list, please give the office a call at 336-599-8750 or send an email to ncaa.sec@gmail.com and we would be happy to add you to our mailing list.

Please contact any member of the 2017 Spring Fever Sale committee: Mark Wilburn 336-953-0521, Brent Scarlett 336-629-5400, Daniel Wall 828-502-9117, Brooke Harward 704-463-5828, Joe French 336-349-8347, Randall Smith 336-516-4558 or Mike Moss 336-549-0070 with any questions regarding the sale.

Mark your calendars, and come be a part of this year's Spring Fever Sale the first Saturday in May, Saturday, May 6th at the Upper Piedmont Research Station in Reidsville.



Congratulations to Bobby Aldridge, Oakview Farm for consigning the high-indexing bull in the Butner Bull Test Sale. Lot 3 was a SydGen CC&7 son out of a Nichols Extra K205 dam. High-selling bull was Lot 8 consigned by Bridges Beef Cattle of Shelby. The Boyd Signature 1014 son sold to Craig Banks for \$4,000.



Congratulations to longtime NCAA member Mr. Joe Hampton on his retirement from the North Carolina Department of Agriculture and Consumer Services. Pictured is NC Agriculture Commissioner Steve Troxler presenting Joe Hampton with his retirement gift.

34th Annual Spring Fever Sale Saturday • May 6, 2017

Hosted by the North Carolina Angus Association • www.NCangus.org

12:00 noon in Reidsville, North Carolina



Bred to Baldrige Bronc



BBC Abigale 524

+18477528 • Birth Date: 10-19-15
BW: +1.6 • WW: +46 • YW: +80 • DOC: +15
MARB: +.70 • RE: +.84 • \$B: +103.40

Boyd
Abigale 1121
Donor Dam



URF Sarah 1503



+18423540 • Birth Date: 9-9-15
BW: +1.5 • WW: +64 • YW: +117 • DOC: +28
MARB: +1.12 • RE: +.57 • \$B: +153.74



Yon Sarah Y79
Donor Dam



Bred to GDAR Leupold 298

60+ Lots!

Consignors...

Bridges Beef Cattle • Butcher Branch Angus • C-Cross Cattle Company
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Call 336-599-8750, 336-953-0521, or e-mail ncaa.sec@gmail.com to request a sale book.

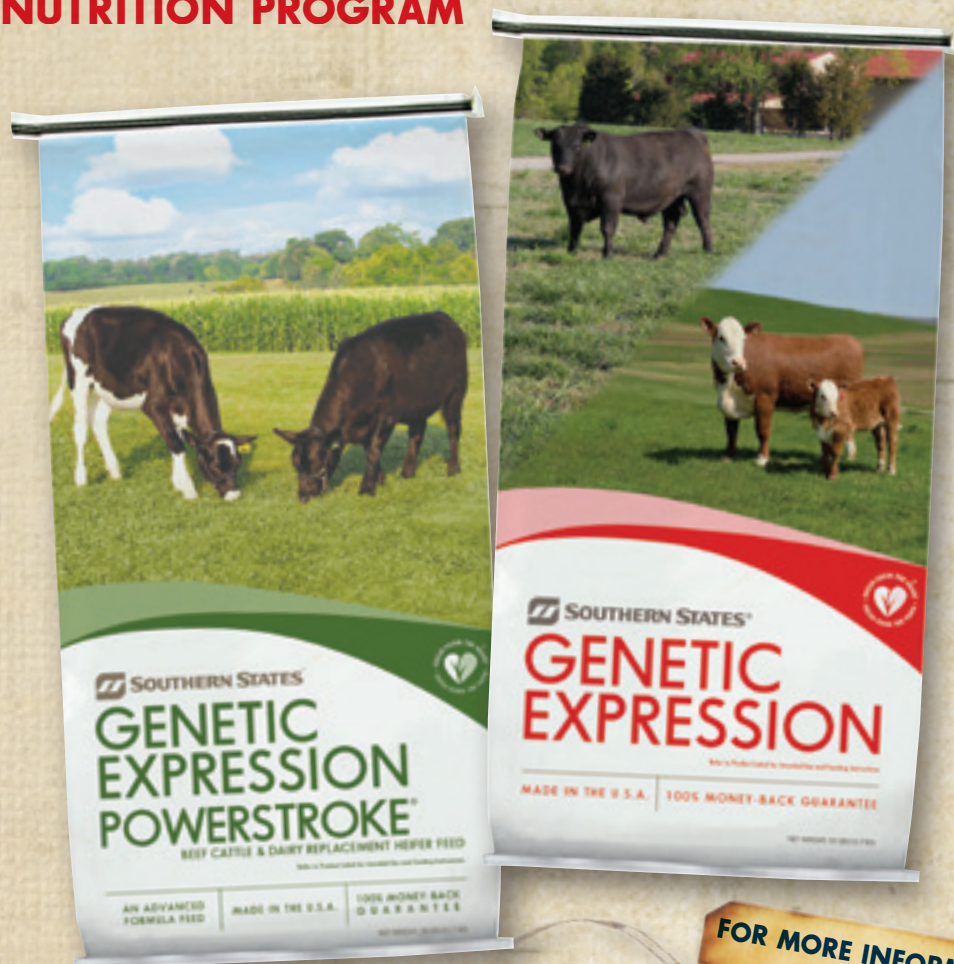
Sale located at the historic Chinqua-Penn Plantation (Upper Piedmont Research Station)

Spring 2017

NORTH CAROLINA ANGUS NEWS

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wildlife in small, remote or
confined areas!

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Std. and Super
4-Ball Tanks
Always in Stock



Super 4-Ball Waterer
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ITEMS!**

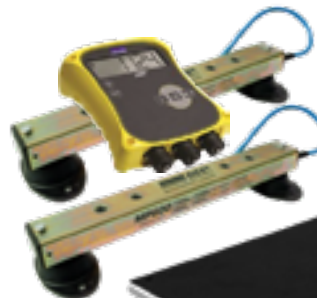


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Mushroom, Cheddar, Bacon Burger

Ingredients

- 1 1/2 pounds Certified Angus Beef(r) ground chuck
- 2 Portabella mushrooms
- 1/2 cup Lea & Perrins(r) Worcestershire Sauce
- 1/2 cup mayonnaise
- 2 tablespoons Dijon mustard
- 2 tablespoons chopped parsley
- 4 slices cheddar cheese
- 8 slices bacon, cooked
- 1/2 red onion, sliced
- 4 hamburger buns
- Salt and freshly ground black pepper to taste



Instructions

1. Marinate mushrooms for 30 minutes in Worcestershire sauce (reserving 1 tablespoon).
2. Combine mayonnaise, remaining Worcestershire, mustard, parsley, and 1/2 teaspoon pepper.
3. Remove mushrooms from marinade (discard unused marinade) and grill; slice mushrooms.
4. Form ground chuck into 4 patties. Season with salt and pepper and grill. Just before desired doneness is reached (recommended 160°F internal temperature), top burgers with cheese and grill until cheese melts.
5. Generously spread bun with flavored mayonnaise, top with burgers, red onion, mushrooms and bacon.

Serves 4

Recipe provided by the Certified Angus Beef® brand



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IMPORTANCE OF BEEF CATTLE RESEARCH AT THE UPPER PIEDMONT RESEARCH STATION

Linda P. Hicks, North Carolina Angus Association

The Upper Piedmont Research Station is located in Reidsville, NC on nearly 900 acres that originally were part of the Chinqua Penn Plantation. It is operated as an experimental research station by North Carolina State University and is one of six beef cattle research stations in North Carolina. Four of the stations including the Reidsville location are owned by the North Carolina Department of Agriculture and Consumer Services. Two are owned by North Carolina State University. The NCDA and NCSU maintain a great working relationship in the operation of these stations.

The land for the research station was donated by the late Betsy Penn in the early 1950's. When Mrs. Penn donated the land, she also donated the herd of registered black Angus cattle that she and her husband, Jeff Penn, had started in 1945.

Mr. Penn passed away in 1946 and in her later years, Mrs. Penn was very philanthropic, also donating approximately 200 acres adjacent to the Research Station for a 4-H camp, now known as the Betsy-Jeff Penn 4-H Educational Center.

At one time the original home, referred to as the mansion, was open for tours. It is now privately owned and is no longer open to the public.

A little over 400 acres of pasture and grassland are devoted to beef cattle research projects. The station maintains about 200 head of cattle. The station has been in a partnership with Select Sires for 38 years. Select Sires provides semen and certificates, and the station registers every animal. Most of the bull calves are castrated later and used for research, but not necessarily purebred research. The station superintendent, Dr. Joe French, usually keeps about a dozen bulls for clean-up and to provide to other research stations.

In addition to providing semen from proven sires, Select Sires provides semen from younger bulls as part of their young sires program. They have access to the American Angus Association database which has data that has been collected from people who are totally unbiased.

Currently, there are three ongoing beef cattle projects underway at the Upper Piedmont Research Station. Dr. French and his staff are collecting data as part of a feed efficiency project. Dr. Daniel Poole, assistant professor in the Department of Animal Science at North Caro-

The sign identifying the research station with one of the buildings in the background.



lina State University, is the project manager. The goal of this project is to produce more pounds of beef with less feed. This heifer research is only being done at The Upper Piedmont station. This study, now in its eleventh year, has the potential to identify and create a genetic test at a reasonable cost to identify animals that are feed efficient and to be able to do that at birth.

When the last heifer born on the farm is 120 days old, the heifers are weaned and put into a 45-day pre-conditioning program. Then the staff spends 112 days using the Calan Broadbent Feeding System to test 54 heifers at a time. The heifers are divided into six groups of nine; collars are placed on them, and they are trained for two weeks. During that period, each animal learns that the electronic key on her collar only opens the gate to her feed bunk. Once the heifers are trained, they are allowed to roam freely in the test area. The collars and gates are used in conjunction with a computer-equipped machine, the Data Ranger, that calculates, weighs, and dispenses rations and then weights uneaten rations, thus keeping a complete data record for each animal. This allows for precise feed and data management.

The heifers are fed sorghum silage, a forage type sorghum with higher digestibility than corn silage. Sorghum is cheaper to grow than corn, more drought resistant than corn, yield is as good as corn, and the nutrient content is as good as corn. Dr. Matt Poore, Extension Livestock Commodity Coordinator, Professor and Extension Ruminant Nutrition Specialist in the North Carolina State University Department of Animal Science, developed the ration, which also contains a small amount of soybean meal and cracked corn. The heifers love it. The amount of feed each animal gets is adjusted every day either up or down based on what each eats.

The current project monitors growth and development in heifers. By selecting only those that are very efficient in converting feed to pounds, costs can be lowered. Which cows do you want to keep - the ones that eat the most and produce a 500 pound calf at weaning or the



One of the clean-up bulls at the Upper Piedmont Research Station. Dr. French decided to hold him over and use him a second year.

continued on page 14



Looks like these ladies are enjoying their feed.

ones that eat the least and produce a 500 pound calf at weaning? Why is this important - from a world view and from a personal view? The answer seems simple, doesn't it? The cows that eat the least and raise the heaviest calves save producers money and increase profits - right? In 1960 a farmer fed 25.8 people when the world's population was slightly more than 3 billion. Today the world's population is 7.3 billion, and a farmer feeds 155 people. The world's population is projected to be 8.5 billion by 2030 and 9.7 billion by 2050. We must produce more beef with less input, and farmers must address the issue of producing more agricultural projects on less and less land and at a lower cost.

Feed efficiency studies like this one can help us achieve this. The data collected in this study has the potential of helping in the selection of replacement heifers. From these studies, which also are being done at other locations around the country, we can get a good idea of which sires or family lines are the most efficient. The data from these studies is shared with the American Angus Association, which has an interest in developing a feed efficiency EPD as an additional selection tool to fit into individual breeding programs. We have EPDs now that measure weaning weight and yearling weight, but they do not tell us how efficient the animals are in converting input into weight gain.

The station at Butner has 150 Calan gates and is doing a feed efficiency study on steers from Reidsville. Waynesville does traditional feedlot studies. Actual feed efficiency data goes into the American Angus Association database and is used in the residual average daily gain EPD.

Fescue toxicity is a huge problem in North Carolina, especially in the Piedmont, where a majority of the grazing is on older, well established fescue pastures that have high levels of endophyte infection. In another project at the research station mature cows are being used to identify animals or animal families that are more genetically resistant or susceptible to fescue toxicity. Since the greatest number of toxins are in May and June, calves on mature cows are weaned in April prior to the study. Pregnant heifers are weighed every week to check for average daily gain.

Cows are evaluated on body condition score and hair coat shedding. Some animals are better able to manage body heat when exposed to the toxins from the fescue. A scoring system from one to five is used to evaluate coat shedding with one being summer coat and five being full winter coat. Some animals will score as ones in late March or early April, while others will still be fives in June. Those still maintaining the winter coat at that time will be the ones that are the most affected. The re-

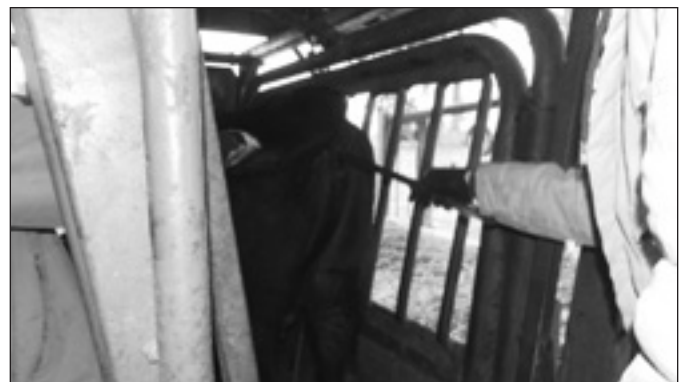
search station in Butner is involved in this project, also and is conducting some more controlled experiments. If we are able to judge animals on a certain number of parameters that are easily observable, or identifiable by a genetic test, this would be a benefit to producers. The American Angus Association is aware of the study and is looking at it from an animal health viewpoint. The Association has interest in developing an animal health EPD.

The third study that is now underway at the Upper Piedmont Research Station involves synchronization and a 7-day CIDR (controlled internal drug release) protocol. CIDRs are intravaginal inserts used to release progesterone in the bloodstream at a controlled rate. When they are inserted, the cows are given a 2cc injection of Factrel® (gonadorelin). The CIDRs are removed after seven days, and the cows are given a 5cc injection of Lutalyse® (dinoprost). They are checked for heat for up to 72 hours. Animals showing standing heat are bred AI. Those not showing standing heat are given an additional 2cc injection of Factrel® and then bred AI. This pre-synchronization has resulted in increased pregnancy rates, especially on heifers.

When breeding, Dr. French and his crew will use semen from two young sires and one proven sire. Dr. French lists the sires down the side of the page and the cows are bred to whichever one is next on the list. This results in completely random selection. Eighteen to 25 days after breeding, both heifers and cows are heat checked, and any in heat are synchronized and AI'd again. Clean-up bulls go in a week later for one month. This results in a 60-day calving season. The herds at Reidsville, Butner, and the Mountain Research Station in Waynesville are on the same breeding protocol and the same health plan. This eliminates concerns about disease transfer if animals need to be moved from one research station to another. Another thing the researchers expect to learn is whether there are geographical advantages or disadvantages using this test protocol.

Dr. Harrison Dudley, DVM, Clinical Assistant Professor, Ruminant Health Management, oversees the health protocol. The herds at all three stations are managed under the North Carolina beef system which is comprised of NCSU faculty in animal science, crop science, the veterinary school, and the staff at the research stations. Using the same protocol at all three research stations allows for larger and more complex research projects. The stations have a goal of becoming the best beef research system east of the Mississippi River.

All of the cattle at the Upper Piedmont Research Station have two ear tags - one in each ear plus electronic ID's. This allows for easier sight identification plus lessens the chance of not being able to identify an animal by sight



A staff member is shown inserting a CIDR as part of the synchronization study.

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This young calf was very interested in who was taking a photo. Notice the tag in the left ear and the metal id tag on the right ear.

because an ear tag has been lost. Additionally all animals have metal ID clips which are attached when calves are born plus each animal is tattooed at weaning. This might appear to be overkill to most producers, but an animal that cannot be identified is worthless for a research project.

There are six full-time employees at the station. They score the cows on disposition with one being "you could set a bomb off and she wouldn't move" and five being "she'll kill you." They have foot scored all females, and they provide as much data as possible to the American Angus Association.

Projects may change, but project leaders are committed to doing research that is relevant to our environment. The herd at the Upper Piedmont station provides data to local researchers for projects that are relevant to our area as well as other areas. Producers and researchers outside North Carolina recognize the value of this herd. This is one reason that an endowment was established in 2006 to help support projects at the station. The endowment has been a blessing to the station. Funds from



These mature cows are sporting double ear tags to assist in visual animal identification. They're standing in front of some of the pre-cast concrete bunks that have been installed to replace older, wooden ones.

this endowment have been used for capital improvements that otherwise would have been difficult to do. The funds have been used to update and replace parts on the Calan feeding system, to replace fences, and to replace aging wooden feed bunks with pre-cast concrete ones. The North Carolina Angus Association has held its Spring Fever Sale at the station since 2001 and has pledged a percentage of the annual sale proceeds to the Upper Piedmont Research Station Endowment. Many individuals also have donated to this endowment. (Those wishing to donate to the endowment should make their checks payable to the Upper Piedmont Re-

search Station Endowment and mail to Upper Piedmont Research Endowment, NC Ag Foundation, Campus Box 7645, Raleigh, NC 27695.)

Dr. French and his staff work with the NCSU veterinary school students to teach them breeding soundness evaluations (BSE), palpations, etc. The week before I was at the station, a group of students had been at the station with Dr. Harrison Dudley and had collected embryos. As with most areas in the Piedmont, coyotes are prevalent. Fortunately, to date they have only lost one calf. It was from a first-calf heifer who was away from the main herd.

The mission of the station is beef cattle research, but there are other projects that have either been done in the past or are ongoing projects. Several years ago, they were doing tobacco research. They just finished a muscadine grape breeding project. They have an ongoing 40-year-old project on typical tillage versus no tillage soybean and corn. They have found that no tillage corn will outperform typical tillage corn two to one, especially in dry years. The results are not quite as dramatic on soybeans.

At one time North Carolina A&T had a meat goat research project on research land. They had 14 GPS measured one-acre paddocks complete with fencing and waterers. NC A&T has abandoned that project, and Dr. French said the station will be utilizing those facilities for some type of research in the future.

Dr. Alan Franzluebbers, a USDA professor in the Department of Soil Science, has fescue plots at the station. He is measuring different nitrogen levels for stockpiling winter fescue.

The Upper Piedmont Research Station is the only station in the state that has a walking trail for use by the general public. The employees at the station built the one and one-half mile Chinqua Penn Trail. It is maintained by a group of private citizens, the Friends of the Chinqua Penn Trail, and is widely used. The people who use the trail are very vigilant and report anything they see that they think is out of the ordinary.

The value of the beef cattle research at the Upper Piedmont Research Station goes beyond anything most of us can imagine. Dr. French said "we collect data that is not easy to collect." The research that is being done today will result in things we will take for granted in the future.

Thank you to Dr. Joe French and to Dr. Daniel Poole for all the information and assistance they provided for this article.



One of the heifers in the feed efficiency study is shown with her Calan collar and key at her individual feed bunk.

Member Spotlight

Paul, Chris & David Gragg



Name: Paul, Chris and David Gragg

Farm Name / Location

Gragg Farms
Boone, NC

Front Row: Taytm Gragg

Second Row: Nick Lyons, Lainey Gragg, Trathan Gragg

Third Row: DeAnna Gragg, Chris Gragg, Charlee Ann Gragg, Paul Gragg, Angie Greene Gragg, Joyce Vines, Cabell Gragg, Michael Gragg, Casey Gragg, Baylor Gragg. Not pictured: David Gragg, Justin, Jodi, Josie, and Jaron Stines

Why did you select the Angus breed for your cattle operation?

Paul's father Cabell started him out in the cattle industry as a child. They either had Angus, Hereford, or Angus cross cattle. Whether it was a cow/calf or steers, Angus was a driving force in Paul's desire to raise cattle and was passed down to his children.

How long have you utilized Angus genetics?

Gragg Farms became a member of the American Angus Association in 1998 but used Angus many years prior in a commercial herd or when raising steers.

What is your breeding program?

All females are synchronized AI'd each breeding season and roughly two weeks later herd bulls are turned in with the cows for roughly 45-60 days.

We breed females with the goal of producing replacement heifers for our own herd as well as other cow/calf producers and quality bulls that will go into other herds and help those farmers achieve their end result.

What Angus bulls have made the greatest impact on your herd?

N Bar Emulation EXT, Leachman Right Time, Sitz Alliance 6595, Sitz Upward 307R, Apex Windy 078, and recently the R R Rito 707 sons.

How do you market the calves from your herd?

The majority of our cattle and bulls are sold via word of mouth. Any heifer or bull we sell is an animal we would keep and use in our herd if we had the space. We just cannot keep everything. Steers are sold through special sales.

What type of forage base do you have on your farm?

Clover, Orchard, Timothy, Fescue

List 3 items on your farm that help to make your operation successful (equipment, people, resources, etc.) and explain WHY?

1. We have cattle in western NC and SW Virginia. Our grandfather owns two of the properties, and we rent the other fields. Having access to these extra pastures has allowed us to divide our herd into smaller groups. We have been able to divide our spring herd into older and younger cows based on calf sex, and our fall group on cow's age.
2. We have invested in watering systems that have allowed for pasture rotation as well as bringing water to the cows as opposed to the cows going to water. A byproduct has been to help prevent creek erosion.
3. We have been blessed to have equipment that survives the wear and tear of daily farm use. Recently, we were able to add an inline bale wrapper to our farm.

Please share any other things that make your operation unique.

Our herd is based on cow families. Whether it is our females or the bulls we breed to, we strive to stack strong females. Over the years, we had advice from Joe Hampton, Robert Whitacre, and Ted Katsigianis about breeding philosophies. We have adapted their approaches into the program we currently use. While we use EPDs as a tool, we do not use them solely as a breeding factor. The bulls we have been using recently for AI have established cow families in the Coleman and Schaff herds.

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Using Annuals as a Pasture Renovation Tool

By: Paige Smart, Southeast AgriSeeds

There are many motivations to renovate pastureland, including: unproductive or weed ridden fields, need for diversity in the grazing season, or reduction of KY-31 fescue acreage. Regardless of the motive, pasture renovation is a process that requires planning and clear goals for the farm. It is important to have asked yourself a series of questions in order to help you determine your direction for the renovation. Questions to ask yourself: *Why did my pasture diminish or become unproductive? What time of the year do I find myself lacking in grazing? Am I matching pasture quality with livestock needs?*

Options:

Martin II Protek: A novel endophyte fescue that is rugged and stockpiles well. The endophyte does not harm cattle like in KY-31.

BarOptima Plus E34: A soft leaf novel endophyte fescue that is incredibly palatable to livestock.

Gaucha Bermudagrass: A blend with good cold tolerance that results in early spring green up.

After determining the answers to these questions, direction becomes clearer and the process of renovation can begin. The competition provided by existing grasses will hinder initial establishment and overall productivity. Set yourself up for success by removing this competition using a spray-smother-spray method. After removing pasture growth towards the end of its primary growing season, spray with glyphosate. After one week, sow an annual into the dead sod. This annual will provide quick, dense coverage to smother any plants that survived the spraying and will serve as excellent feed for livestock. The best annual to plant is one that best matches your management needs. Questions to ask yourself: *Is this for grazing, hay, or haylage production? Do you plan to spray selective herbicides throughout the season? Do you anticipate pressure from the sugarcane aphid?*

Options:

AS9301 BMR Sundangrass: The most versatile summer annual. Works very well in grazing, dry hay, or haylage systems. Has aggressive regrowth and high yields.

Ray's Crazy Mix: A big biomass producer with sorghum sudan, millet, cowpeas, and even turnips. Intended to address soil compaction, add nitrogen, and increase soil organic matter.

Prime 180M BMR Pearl Millet: Sees a yield lag in comparison to the sudangrass and sorghum sudan, but does not run the risk of prussic acid poisoning or damage from the sugarcane aphid.

Focus on varieties with the brown mid rib (BMR) gene. This translates to reduced lignin content, which means more digestible fiber.

It is important to manage this annual as you would any perennial grass by respecting the grazing or cutting height and allowing regrowth time. When the annual nears the end of its growing season graze or mow down the growth significantly, as leaving too much material behind can hinder seed to soil contact. Spray the area again to kill both the annual as well as any undesirable species present. After one week, begin planting the selected perennial. For best success, be sure to calibrate your drill and check seeding depth. A light grazing can be done to encourage tillering of the new perennial seeding when it reaches 6-8 inches in height. Do so with caution, leaving behind at least 4 inches, or the stand will be destroyed. There are many management considerations that go into renovating pasture. The key to being successful is having a well thought out plan. Contact Paige Smart (910) 309-0391 or Joshua Baker (717) 682-6134 for help with these steps and more.



SAVE THE DATE

NC Angus Association Summer Field Day

Friday • August 11, 2017

NC State University Meat Science Lab,
Schaub Hall — Raleigh, NC



Instructor: Dr. Dana Hanson, Associate Professor of Food Science

We are all in the beef business, so we need to learn about the product we produce. The field day will offer participants the opportunity to explore the beef anatomy through beef cut identification, yield and quality grade standards and final product preparation.

In addition to the hands on activities in the meats lab, experts from the American Angus Association and Certified Angus Beef will be on hand to discuss how you, as a beef producer, can influence the final product consumers find in the store.

Find all the details on how to register for this event on our website www.ncangus.org or call Sharon Rogers for more information 336-599-8750.

Bigger, better beef herds

By Hannah Johlman

A bigger beef cattle herd. A younger cow herd. In the face of declining cattle prices, these two facts can bring hope.

Had it not been for the drought early in this decade, Oklahoma State University ag economist Darrell Peel says the expansion would have come sooner.

“We continued to place heifers on feed” - no grass for them to join the herds - “but because of the drought, we were forced to liquidate cows off of the old end of the herd,” he explains. When expansion finally began in 2015, it was with a large influx of heifers. “As a result, we made the herd very young.”

That gives way to higher quality because of genetic progress.

“The 2015 cow culling rate was very low for as far back as I have data; 2016 is still below average,” says Peel, who suggests 2017 will continue below average. “Eventually as you add more cows, you get back to normal culling for physical reasons, but I would imagine we are still a year away from that at this point.”

The share of heifers in the USDA reported fed-cattle harvest is a good indicator of expansion trends, says Paul Dykstra, beef cattle specialist for the Certified Angus Beef brand.

“As we retain heifers to expand or replace the cows culled from drought, those heifers never show up in the fed cattle harvest tabulated weekly at USDA-inspected plants,” Dykstra says. Historic data shows the share of heifers in that mix has been more than 36% for 20 years, except for a slight dip in 2006.

“There’s been a dramatic build-up in the past two years as heifers in the fed-cattle mix dipped to 32.5% in 2015 and 31.9% in 2016,” Dykstra notes (see charts).

The most rapid years of expansion are behind us, he says, but Angus producers have made gains.

“Genetics have been upgraded more rapidly with the higher rate of replacements from the drought,” Dykstra says. “And some of those herds destocked in the south are restocking with primarily Angus genetics.”

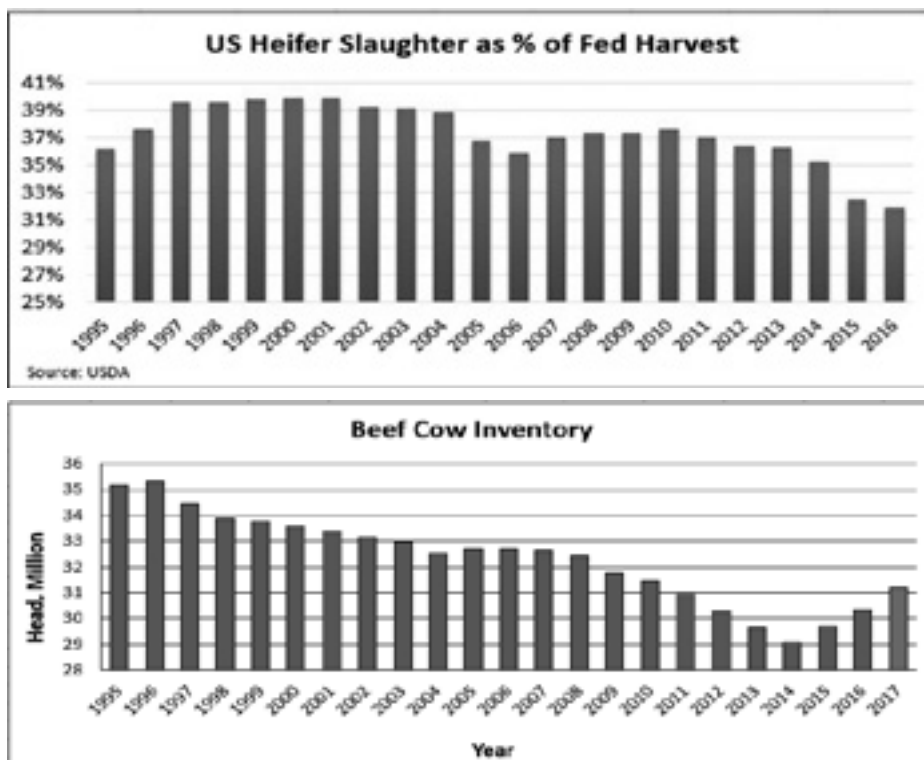
Simply based on supply and demand, a larger supply of beef means a softening cattle market. But for Angus producers, the steadily higher demand for quality beef despite its increasing supply indicates a strong future.

“More cattle have been accepted into the CAB brand based on meeting the marbling parameter of our 10 specifications,” Dykstra says. “So as a result, we are looking at increased sales volumes.”

The cattle cycle will move ahead as expansion eventually levels off.

“Prices drive decisions to expand or cut back,” he says. “If we are surprised with better-than-expected prices on these increased supplies, that could continue the heifer retention we’ve been seeing at the cow-calf level.”

Dykstra says a heifer percentage of the fed-cattle harvest mix shifting to higher than 35% indicates cow herd expansion is slowing or reaching equilibrium. Read more of Dykstra’s biweekly comments in the CAB Insider at <http://www.cabpartners.com/news/cabin Insider/>



Building premiums, cut by cut

Something doesn't add up.

In 2016, U.S. packers saw Choice beef production increase by 8.1% while that of the Select grade held steady. Yet the value of Choice over Select (the Choice-Select spread) went up by \$3.47 per hundredweight (/cwt.).

"If you're just looking at supplies, you'd assume the premiums for hitting those higher quality endpoints would go down," says Mark McCully, vice president of production for the Certified Angus Beef® (CAB®) brand. "But that's where the story of demand really shines."

The Choice-Select example pales compared to the growing CAB premium. After 10 years of record volume sales leading to more than a billion pounds last year, the CAB-Choice spread was up \$5.77/cwt. to average a record-wide \$14.44/cwt. advantage last calendar year.

"Many think most of the brand's value comes from steaks and the high-end, five-star steakhouses," McCully says. "They're an important part of our business, but we see end-meat users starting to add even more dollars back to the carcass."

In 2010, Urner Barry market data showed a 7% CAB premium over Choice ribs and a 6% CAB value advantage over Choice loins. That's compared to a 2% CAB premium over both the Choice chuck and round. By 2016, the CAB brand premiums for those middle-meat primals were 6% and 11% above Choice, respectively-but the end meats' contribution nearly tripled. The CAB value advantage over Choice had grown to 6% for the chuck and 5% for the round.

Simply put, it's not all about the steaks.

Overall, high beef prices led to more end-meat features at retail, and might have inspired consumers to change up their menus, says Gary Morrison, market reporter with Urner Barry.

"You go to the food store and you see a package of chicken sitting there and it's \$10. You can feed your family with that and the package of two steaks might be \$40 or \$50. What are you going to do?" the analyst asks. "People seemed to find these alternate cuts and the industry has done a good job promoting them. That's driving the demand of end meats."

It's not simply a matter of trading down to less-expensive cuts, however. End meats grew in popularity largely because an increasing share of them were of premium quality and carried less risk of disappointment.

Mark Polzer, CAB vice president of business development, says the chicken industry may have figured it out first, but beef is taking full advantage now: adding value cut-by-cut improves profitability on the entire carcass.

"They took an item like chicken wings, which was a 'giveaway' item-and now it commands huge money because it's featured on so many menus," he explains.

Many beef marketers are finding similar opportunities with formerly "underutilized" cuts.

"They're pulling the teres major and flat iron out of the chuck and they've created real value," Polzer says, noting those can fetch double the price of a bone-in chuck roll. "So you're pulling \$4 to \$5 items out of a \$2.50 item. That helps the value of the chuck significantly."

Higher beef quality grades nationwide have opened doors.

"The average inside round or chuck roll is going to be more highly marbled than it was 20 years ago," Polzer says. "That doesn't mean you'd cut a slab of inside round and put it on the grill and have it be the eating experience of a steak, but it is significantly better and lends itself to more uses."

Morrison says when beef buyers are experimenting with new cuts, they will choose a brand or quality-level they trust.

"I think they know, 'Hey, buy the quality, and you're going to taste the difference,'" he says.

Maybe that helps explain that the tripling of the CAB value premium over Choice chucks since 2010.

"The good news is that this is additive," McCully says. "It's not that traditional cuts like a filet mignon or ribeye are bringing less-even they are commanding a higher premium-but the quality bonus on things like short ribs and briskets is increasing even faster."

Dining trends, such as an increase in Tex-Mex fare and premium burgers, are supportive, Polzer says.

"Fifteen years ago, everybody thought of ground beef as a commodity item, but it's been our fastest growing segment the last five years," he says.

Export trade to countries like Japan adds up, too.

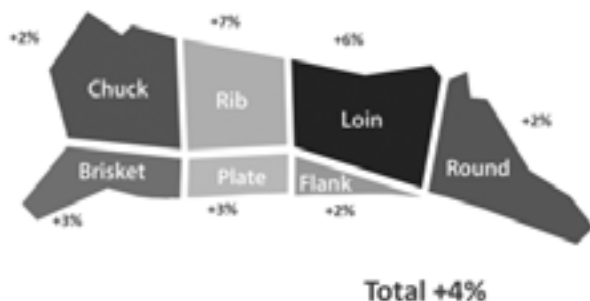
"One of their favorite items to merchandize is the chuck that they slice very thinly, and they also do a good job on the short plates and thin meats as well," Polzer says.

Value-added processors, who often use end meats to create pre-cooked beef options for both retail and foodservice customers, find that starting with high-quality beef is one less variable they have to worry about, he says. Sales of CAB value-added products increased 8.9% last year.

"This continues to drive the message back to the producer: quality pays," Polzer says.

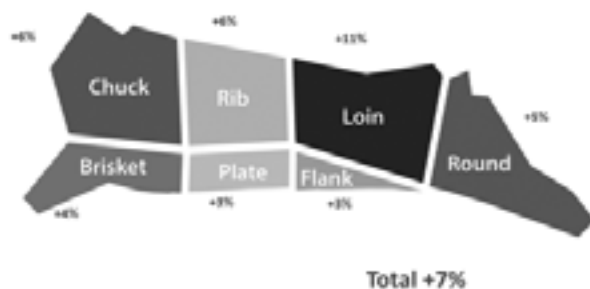
Turns out the numbers add up, and the dollars do, too.

CAB® Brand Added Value - 2010



Source: 2010 Urner Barry, Compared to USDA Choice

CAB® Brand Added Value - 2016



Source: 2016 Urner Barry, Compared to USDA Choice

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