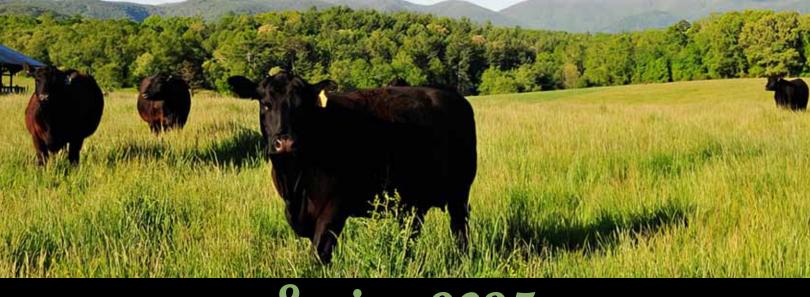
Morth Carolina ANGUS NIEWS



Spring 2025

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From Cortney's Desk...

I hope everyone is having a great Spring season so far. We certainly are in need of better times and better weather this year. Our friends in Western North Carolina certainly deserve that. Be sure to check out lots A – E in our Spring Fever Sale on April 26th, as these proceeds will go directly to Hurricane Helene Relief. We hope you all will join us in Union Grove that day to check out the cattle and visit with your Angus friends. The NC Angus Association has just finished celebrating our 80th Anniversary at our Annual Meeting. What a great day it was, celebrating our members' accomplishments, networking, learning through educational sessions, and reminiscing about our rich history. When I think about 80 years of the NC Angus Association, I can't help but think of the Charter Members who believed strongly in the mission of this organization. They believed in its purpose enough to form this group that is still going strong today. I am thankful to those Charter and early members who were mentors to so many and paved the way for the NCAA to become what it is today. Because of their passion for the Angus breed, there have been countless members come after them that have made a lasting impact and advanced our organization to new heights.

The NCAA is set to continue on this same path for the next 80 years. We have a very innovative Board of Directors and Officer team who work extremely hard to provide more opportunities than ever for our members and their cattle. Stay tuned this year for a new website to be unveiled, along with a marketing program for your Angus based cattle. There are many opportunities available for our members, and I hope you all find value in that.

As always, if I can ever be of any help please don't hesitate to reach out!

Cortney P. Holshouser

North Carolina Angus Association Executive Secretary

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North Carolina Angus News Advertising Rates

Ad & Copy Deadline & Rate • Issue I - Spring - March 1 • Issue II - Fall - September 1

Size	Cost/ad/publication	Size	Cost/ad/pu	<u>ıblication</u>	Size	Cost/ad/pu	<u>blication</u>
Full page (b/	(w) \$275	1/2 page	e (b/w)	\$125	1/4 page	e (b/w)	\$75
7.125 x 9.8125	/edition	8.125 x 5.4	406	/edition	4.0625 x	5.4252	/edition
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Contact the North Carolina Angus Association for more details on article submission and advertising. NCAA • Cortney Holshouser • 919-796-2346 • email: ncaa.sec@gmail.com

President's Message

Greetings to all.

I would like to start by saying what a great honor it is to be able to serve the membership of the North Carolina Angus Association. I hope that the next year is one we all can look back upon with positivity and growth and without the hardships we have seen in recent years.

It is a great time to be in the cattle business, especially the Angus Business. Record prices have been seen in all aspects of the industry and look to continue for some time. The North Carolina Angus Association has been working to provide members with opportunities to expand the marketability of their cattle, as well as opportunities to become better producers. We hope the resources allow you to move your program to the next level.



As an Association we would like to extend a sincere thank you to all our sponsors. It is through your partnerships that continued development is possible.

Please feel free to reach out if you should have any questions, concerns or ideas. Again, thank you for your participation in the North Carolina Angus Association.

December 19

Michael Wyatt



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
State	ΖΙΡ
Phone Mobile	ΖΙΡ
	ΣΙΡ

Return form along with \$50 membership dues to: NC Angus Association

Cortney Holshouser, 746 Collins Mill Rd, Castalia, NC 27816

2025 Schedule of Events

March 8 - 10 March 12	Mid Atlantic Junior Angus Classic, <i>Harrisonburg, VA</i> Dancing Pedlar & Dalton on the Sycamore Sale, <i>Monroe, VA</i>
March 28 April 5	Miller Angus Sale, <i>Harrisonburg, VA</i> Green Hills Cattle & Hope Cattle Spring Turn Out, Bull & Female Sale, <i>Oxford, NC</i>
April 12 April 12	NCSU Wolfpack RoundUp Sale, <i>Raleigh, NC</i> Knoll Crest Farm Spring Bull & Female Sale,
April 26	Red House, VA 41st Annual NC Angus Association Spring Fever Sale,
	Union Grove, NC
April 27 May 3 May 17 May 21 - 25	Rocking W Angus Production Sale, <i>Jefferson, GA</i> Springfield Angus Dispersal Sale, <i>Louisburg, NC</i> Chessie Creek Farm Heifer Sale, <i>Walterboro, SC</i> Atlantic National Angus Show, <i>Timonium, MD</i>
June 9 - 13	Atlantic National Angus Show, <i>Timonium, MD</i> Beef Leaders Institute, <i>Saint Joseph, MO</i>
June 13 - 15	All American Angus Breeders' Futurity, Louisville, KY
June 19 - 22	Eastern Regional Junior Angus Show, West Monroe, LA
June 28 - July 5	National Junior Angus Show, <i>Tulsa, OK</i>
July 18 - 19	NC Angus Auxiliary Summer Outing, TBA
August 5 - 8	Leaders Engaged in Angus Development Conference,
riagaot o o	Washington, DC
September 1	Advertising deadline for the Fall NC Angus News
September 27	Biltmore Fall Production Sale, <i>Asheville, NC</i>
October 11	NC Angus Association Field Day, <i>Roseboro, NC</i>
October 11	Chessie Creek Farm Female Sale, Walterboro, SC
October 16 - 26	NC State Fair, <i>Raleigh, NC</i>
October 24 - 25	Yon Family Farm Sale, <i>Ridge Spring, SC</i>
Oct 31 - Nov 2	National Angus Convention & Trade Show,
	Kansas City, MO
November 8 November 8 November 15	Craven Angus Farm Bull & Female Sale, Seagrove, NC Chessie Creek Farm Bull Sale, Walterboro, SC McMahan Farms & Hancock Angus Bull Sale,
	Mocksville, NC
November 15	Southeast Bull Expo, Asheboro, NC
December 5	Knoll Crest Farm Total Performance Bull Sale, Red House, VA
December 6	NCBCIP Waynesville Bull Test Sale, Canton, NC
December 6	The Pounds & Profit Bull Sale, <i>Asheboro, NC</i>
December 6	50th Annual Union County Performance Tested Bull Sale,
	Monroe, NC

NCBCIP Butner Bull Test Sale, Oxford, NC

NORTH CAROLINA ANGUS ASSOCIATION LEADERSHIP



2025 North Carolina Angus Association Officers

President	Michael Wyatt
Vice President	Kyle Mayberry
Treasurer	Kim Starnes
Executive Secretary	Cortney Holshouser

North Carolina Angus Association Directors

TERM EXPIRES IN 2025
Emily Barnes
Bryant Chapman
Nathan Ireland
Marty Rooker
John Smith

TERM EXPIRES IN 2026
Mattie Harward
Michael Jensen
Matt Morrison
Kate Reichert
Kim Starnes

TERM EXPIRES IN 2027
Jackie Johnson
Doug Rowell
Bruce Shankle
Mark Wilburn
Justin Wood



2025 North Carolina Angus Auxiliary Officers

President	Cortney Holshouser
President-Elect	Cara Smith
Secretary	Teresa Swisher
Advisor	Alexandra Brown

2025 North Carolina Junior Angus Association

President	Ava Wood
Vice-President	Caroline Scarlett
Secretary	Maddie Carpenter
Treasurer	Ellie Shuping
Reporter	Jonathan Scarlett



Directors

Eastern DirectorCharlotte Wood

Central Directors
Nate Bowman
E.B. Carpenter

Western Directors
Lane Boatright
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Reg#: 20744321

BW	ww	YW	PAP	HS	\$C
3.9	101	157	-0.63	0.21	388
.55	.47	.42	.25	.32	
	1%	5%	15%	10%	1%



1AN01709 **GRINDSTONE**

Reg#: 20426654

BW	ww	YW	PAP	HS	\$C
-0.4	85	145	1.61	0.30	360
.56	.49	.44	.27	.33	
20%	10%	15%		20%	2%
20%	10%	13/0		2070	2 /0



1AN01694 **TOP GUN**

Reg#: 20491889

BW	ww	YW	PAP	HS	\$C
1.8	90	164	0.05	0.85	339
.85	.76	.45	.25	.27	
	4%	2%	25%		4%



1AN01670 **JUSTIFICATION**

Reg#: 20038723

BW	ww	YW	PAP	HS	\$C
-1.6	69	118	0.96	0.07	292
-1.50	.89	.82	.33	.38	
10%				2%	20%



1AN01710 **SKYLINE**

Reg#: 20788560

BW	ww	YW	PAP	HS	\$C
0.7	100	174	-1.05	0.47	386
.54	.46	.40	.29	.29	
	1%	1%	10%		1%

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80th Annual Meeting

By: Cortney Holshouser, NCAA Executive Secretary



There was a great crowd on hand to celebrate our 80th Anniversary



Colonel Will Thompson served as our auctioneer for the evening.

The 80th North Carolina Angus Association Annual Meeting was held March 1, 2025 at the Yadkin County Agricultural and Educational Center in Yadkinville, NC. Celebrating 80 years of Angus in North Carolina made for a special day of reminiscing. We celebrated accomplishments throughout the years, remembered pioneers in the NC Angus Association, and looked forward to the future of our organization and the impact we will continue to leave.

The educational sessions were informative and well received by the audience. The educational sessions were made possible by generous sponsorship from Biltmore, Corteva AgriScience, and EBS Farms. The first session was "Accelerating Genetic Progress through IVF" presented by

Grady Bishop, Vice President of Global Marketing for Vytelle .Grady was able to give participants a basic overview of the IVF process and useful statistics on conception rates and other points of interest. A highlight of this session included a chance to scan a QR code to enter into a drawing for a free IVF embryo on the winner's donor. Windy Hill Farms graciously waived the chute fee. The lucky winner for this giveaway was Will Thompson of Thompson Cattle Co.

The second session, "The True Value of a Carcass" was presented by Paul Dykstra, Certified Angus Beef®, Director, Supply Management & Analysis. Paul gave a



Grady Bishop with Vytelle gave a great presentation on IVF

very interesting breakdown and insight into the value of each different section of a standard carcass and how a Certified Angus Beef® carcass fetches a premium in the same categories.

The North Carolina Angus Auxiliary and North Carolina Junior Angus Association held their Annual Meetings early in the day. The Auxiliary met at the Ag South Farm Credit building and enjoyed lunch, made

plans for the coming year, elected officers, and made a craft. The Auxiliary also hosted the always popular silent auction throughout the day. The Auxiliary graciously provided the decorations for the day as well. The Juniors visited a local farm, enjoyed lunch, made

plans for the coming year, and elected new officers as well.

Attendees were able to enjoy coffee and refreshments throughout the day courtesy of Mitchell's Meat Processing, Uwharrie Ridge Farms, and Wood Angus.

The annual business meeting was next on the agenda for the day where members received updates from all committees, conducted business and elected new Board Directors. Congratulations to



2024 retiring NCAA Directors were presented plaques in appreciation for their 3 years of service to the Association. Pictured (from left to right) are Joe Hampton, Greg Little, and Kyle Mayberry. Not pictured (Karl Gillespie and Eugene Shuffler)



Buddy Shelton (center) of Shelton Angus Farm receives the Ira Gentry Memorial trophy from President Callie Carson (left) and Spring Fever committee chairman Brent Scarlett (right) for having the high selling lot in the 2024 Spring Fever Sale.

NORTH CAROLINA ANGUS ASSOCIATION 80th Annual Meeting











It was a great day for fellowship with our Angus family.

Jackie Johnson, Doug Rowell, Bruce Shankle, Mark Wilburn, and Justin Wood for being elected to serve a three-year term. Retiring Directors Karl Gillespie, Joe Hampton, Greg Little, Kyle Mayberry, and Eugene Shuffler were recognized for their years of service and dedication to the Association. The 2025 NCAA officers include Michael Wyatt – President, Kyle Mayberry – Vice President, and Kim Starnes - Treasurer.

After the annual business meeting, the social began, and members were able to interact with sponsors and fellowship with old and new Angus friends. We enjoyed appetizers and wine from Laurel Gray Vineyards. The social was graciously sponsored by Chaudhry Meats, Eberlee Farms, MultiMin, and Pasture Management Systems Inc.

After the social, premium advertising spots for our NC Angus News Magazine and website were auctioned as well as items to benefit the NC Angus Juniors and Auxiliary. Thank you to Will Thompson for serving as the evening's auctioneer and to all who participated in the auction to make it a success.

A special presentation was next. Callie Carson presented Robin Hampton with the North Carolina Angus Hall of Fame Award. Callie recalled her time spent with Robin as a child and expressed her admiration of Robin for being a strong leader, agriculture advocate, and mentor. Congratulations to Robin on this well deserved honor.

A highlight of the day was a slide show of many of our archived historical photos. Brooke Harward lent her talents to sort through lots of photos and prepare the slide show for us all to enjoy. It was great to look back at some of the Association's oldest memories...from meetings to Field Days, heifer shows from the 1950s, and more. It was also a time to remember many of our members that we have lost that made such an impact on our organization.

Next, we celebrated the accomplishments of our members throughout the year. Buddy Shelton with Shelton Angus Farm received the Ira Gentry Memorial trophy for having the high selling lot in the 2024 Spring Fever Sale with lot 2, WHS Growth Fund Burgess J2. J2 was a first calf heifer sired by Deer Valley Growth Fund and a full sister to the Alta Genetics Roster member WHS Capital and was selected by Eric Bray of Stars Peak Farm in Jonesville, NC for \$8,500. She came





There were many special aspects of our 80th Anniversary Annual Meeting, including cake



NORTH CAROLINA ANGUS ASSOCIATION 80th Annual Meeting





Ellie Shuping (left) receives the Intermediate Division of the DeEtta Wood Achievement and Leadership Award from Justin Wood (right)

to town with a GB Fireball heifer on her side that sold for \$6,000 to Mark Tucker of Chatham, VA. Justin Wood next presented Jonathan Scarlett (Junior Division), Ellie Shuping (Intermediate Division), and Emily Shuping (Senior Division) with the DeEtta Wood Achievement and Leadership Award and recognized Ava Wood for receiving the DeEtta Wood Memorial Scholarship this past summer.

Brooke Harward and Christy Perdue presented the NC Junior Angus members with the Auxiliary Achievement Awards. Recipients included Maddie Grace Carpenter, Caroline Scarlett, Jonathan Scarlett, Ellie Shuping, Emma Vanhoy, Hannah Vanhoy, and Ava Wood. Ava Wood was recognized for receiving the award for three years.

Guests were treated to delicious Certified Angus Beef® prime rib for dinner. Banquet sponsors included First Bank & Trust Co. and G5 Agency. During the meal, we were able to see a slide show presented by the NC Junior Angus members highlighting their activities, events, and accomplishments throughout the year. Guests also were able to put in those last bids on the Auxiliary silent auction, always an exciting time!



Caroline Scarlett (left) is recognized by President Callie Carson (right) for winning the 2024 William M. Sanders Scholarship

The evening concluded with a keynote address from Paul Dykstra. Paul delivered an overview of the state of the cattle industry and gave his thoughts on its future.

Our organization is so appreciative of all our sponsors for the evening. We were able to create a first class experience for attendees with their generosity. General sponsors for the evening include Carson Family Farm, CattleMax, Chatham County Breeders, Bravo Cattle, ST Genetics, Mid Atlantic Cattle Sales, CPC Commodities, AmeriAg, Norden Mfg., Triple LLL Angus, Carolinas Animal Health, Gentry Homeplace Angus, Double Creek Angus, Union County Farm Bureau, 4K Farms, North Carolina Farm Bureau Insurance, Randolph County Farm Bureau, Alamance County Farm Bureau, Hi-Lo Farms LLC, Hill Top Farm Service Center, Thomas Agri Service, First Choice Insurance, Iredell County Farm Bureau, Catawba County Farm Bureau, Anson County Farm Bureau, Davidson County Farm Bureau, Brunswick County Farm Bureau, Surry County Farm Bureau, Johnston County Farm Bureau, Person County Farm Bureau, Chatham County Farm Bureau, Caldwell County Farm Bureau and JC's Ranch.



2024 NC Angus Association officers (from left to right) -Executive Secretary Cortney Holshouser, President Callie Carson, Vice-President Michael Wyatt, and Treasurer Kim Starnes



Brooke Harward (far left) and Christy Perdue (far right) present the North Carolina Angus Auxiliary merit awards to Ava Wood, Hannah Vanhoy, Emma Vanhoy, Ellie Shuping, Caroline Scarlett, and Maddie Carpenter.

80th Annual Meeting





The North Carolina Angus Association booth set up for the NC State Fair in the 1960s



Our Allied Industry Partner program allows us to work with sponsors throughout the year on various projects including our Annual Meeting. 2025 Prime Level Allied Industry Partners include Chessie Creek Farm, Farm Credit Associations of NC, Neogen, Piedmont Custom Meats, Inc., and Southeast AgriSeeds. Choice Level partners include Biltmore Estate, Brushy Mountain Genetics, Performance Livestock & Feed Co., and Zoetis. Select Level partners include Premier Select Sires, Sunset Feeds, Windy Hill Farms, LLC powered by Vytelle, and Zach Moffitt Cattle Marketing & Consulting. It was a treat to have many of our supporters in attendance throughout the day to interact with our members.

A huge thank you to the Annual Meeting Committee for planning a spectacular event. Members included Emily Barnes – Chairman, Brooke Harward, Nichole Carpenter, Greg Little, Kate Reichert, and Callie Carson – NCAA President. We are also extremely grateful to Yadkin County Ag building manager Steve Potts and Claudia Austin for handling registrations throughout the day. Their help was invaluable in making the day a success. We are excited to begin planning next year's event already. We invite everyone to join us in 2026!



ThisNorth Carolina Angus Association Board of Directors at a meeting in July 1954 amended the charter to a membership corporation. Left to right are L. T. White, Sec'y-Treas., deceased; President Earl B. Searcy, Sr., deceased; Vice-President John W. Labouisse, deceased; and Marshall Roberts, deceased. Back row left to right are Clay Ferebee, William Gentry, Dr. Bill Hayes, R. T. Chatham, Jr., and C. K. Sherrill.

The 1954 NCAA Board of Directors



Cover picture of the 1977 NC Angus Association Directory

Cover of the 1977 NC Angus Association Directory

BOARD OF DIRECTORS



This innovative group works hard and is truly dedicated to bringing as many opportunities to our membership as possible.

Pictured are the 2025 North Carolina Angus Association Board of Directors (front row from left to right)
Executive Secretary Cortney Holshouser, Vice-President Kyle Mayberry, President Michael Wyatt, Treasurer Kim Starnes; back row from left to right- Matt Morrison, Mattie Harward, Bruce Shankle, Justin Wood, Doug Rowell, Emily Barnes,

Bryant Chapman, Kate Reichert, Nathan Ireland, Jackie Johnson, and Mark Wilburn.

Not pictured- Michael Jensen, John Smith, and Marty Rooker.

NORTH CAROLINA ANGUS ASSOCIATION FALL FIELD DAY

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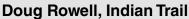
MEET YOUR NEW DIRECTORS

Recently elected to serve a three year term on the NCAA Board of Directors, the following individuals have committed to serving the Association and its members.



Jackie Johnson, Trinity

Jackie Johnson owns and operates J2 Cattle Farm in Trinity, NC. Jackie is a first-generation cattle farmer. J2 is a family farm, where they try to give back to the land and do everything possible to raise good healthy cattle. They are rooted in producing good cattle that are structurally sound, docile and easy working. Jackie and his family serve other farmers and ranchers with sound quality seedstock for their own cattle herds as well as directly selling their beef to consumers.



Doug Rowell owns and operates Double Creek Angus. Double Creek Angus started in 1984 as Doug transitioned from commercial cattle to Registered Angus Cattle. They are primarily seed stock producers producing service bulls and replacement heifers. They are now expanding to offer quality Angus beef for sale. Doug has served on the NCAA Board of Directors in the past and served as President of the organization from 1995 – 1996.



Bruce Shankle, Polkton

Bruce Shankle and wife Carla own and operate EBS Farms, a purebred Angus operation in Ansonville, NC. They have four grown children and six grandchildren. Bruce and Carla are lifelong members of Concord United Methodist Church. Bruce graduated from NC State University with a BS in Animal Science in 1973. He managed a commercial beef cattle operation before beginning his professional career with NCSU as an Extension Specialist in 1976. Bruce was hired by the NC Department of Agriculture as a Livestock Marketing Specialist in 1978, promoted to North Carolina's International Livestock Marketing Specialist in 1986 and then appointed Livestock Marketing Supervisor for NCDA&CS in 2004 with the responsibilities of managing all livestock marketing & grading programs within the NCDA. He retired from the NCDA&CS in December 2011. In honor of his dedication and service to the North Carolina Livestock industry, Bruce was inducted into the NC State Fair Livestock Hall of Fame in 2012. Bruce hosts the Select Bull & Female Sale the first Saturday of January each year. Bruce has served on the NCAA Board of Directors in the past.

Mark Wilburn. Asheboro

Mark Wilburn and his wife Jessica and daughter Mereighan own and operate Uwharrie Ridge Farms in the foothills of North Carolina. Mark calves 200-250 cows each year and hosts a production sale the first Saturday in December each year that consists of nearly 50 bulls as well as purebred and commercial females. Mark is a first-generation cattle farmer who puts great care into providing bulls to his customers that will work in any environment. Mark has served on the NCAA Board of Directors in the past.





Justin Wood, Willow Springs

Justin Wood is a 3rd generation Angus breeder and sixth generation farmer in Johnston County, currently the cow herd manager at Wood Angus. Justin attended Hutchinson Community College and was on the Livestock Judging Team before transferring to Oklahoma State University majoring in Animal Science. He served on the National Junior Angus Association Board of Directors, and as Leadership Director in his second year, from 2019-2021. Justin is a lifelong member of the North Carolina Angus Association and North Carolina Junior Angus Association. Justin has a deep passion for the future of registered Angus cattle and continuing to keep the focus on purebred and commercial cattlemen success alike, as well as including youth in the future of this organization to secure our place in the breed and in the agriculture industry for years to come.

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Spring 2025 North Carolina Angus News

2025 North Carolina Angus Hall of Fame Robin Hampton

By: Cortney Holshouser, NCAA Executive Secretary





Robin and Joe pose for a photo during an educational tour of their farm, Back Creek Angus

NCAA President Callie Carson presents Robin Hampton with the 2025 North Carolina Angus Hall of Fame Award

Aborn leader, it was an easy choice for the committee to select Robin Hampton as the 2025 inductee to the North Carolina Angus Hall of Fame. Robin and Joe started Back Creek Angus in 1981 in Mt Ulla. They both quickly became involved with the North Carolina Angus Association. Robin began volunteering at North Carolina Angus events. She clerked sales and attended Field Days and tours, all the time creating friendships and connections within the Association. She served on many committees, volunteering her time and her talents to better the group. Robin's commitment to the Angus breed extends far beyond North Carolina as she and Joe became involved with the American Angus Association. Throughout the years, they became strong advocates of the Certified Angus Beef®(CAB®) brand honored Back Creek Angus LLC with the 2018 CAB Ambassador Award.

Robin served as the NC Angus Association President from 2003- 2004, carrying our organization to new heights. She and Joe also received the NC Angus Handbook dedication in 1999. Robin continues to serve the NCAA to this day as our Grievance Committee Chair. She is always willing to fulfill a need for leadership in any capacity.

Robin received her Hall of Fame Award during the NC Angus Association's Annual Meeting in March. NCAA President Callie Carson presented the award and shared her personal connection to Robin.

Callie says, "As a child, I can remember watching Robin with both fascination AND fear. Robin exuded confidence and was absolutely unapologetic about her role as a woman in agriculture. She worked her way up through the ranks at Farmers Home administration and then FSA, all while building an Angus legacy beside Joe. Robin was a role model for young women in ag, including me and probably several of you. One thing I especially respected about Robin, is that you knew she was a partner and decision maker in Back Creek Angus. Robin was not satisfied to be a spouse in the background. She was familiar with pedigrees, could recite birth dates, and select breeding stock. In fact, I can remember Robin rolling up in her Blazer as we were working cattle one day. She was wearing a pant suit and dress shoes looking sharper than a tack. Robin walked straight over to the chute, picked up the clipboard of data, scanned it quickly, said "things look good" and hopped back in her Blazer. She was ready to jump in and serve on a committee, and of course, offer her opinion. You knew not to ask Robin her opinion, because she was happy to give it to you. Her passion for the Angus breed equaled Joe's, and she was always beside, not behind him. Robin, as a female Angus breeder, I want to thank you for paving the way, supporting, and pushing your peers and fellow breeders to do better, be better. And, I can honestly say that you are one of the reasons that I am in the Angus business today. Robin supervised an FSA youth loan in 1999 that helped purchase my first Angus heifer. Congratulations Robin!"

Steve McPherson, past NC Angus Association President had this to say about Robin, "I had the good fortune to serve with Robin on the NC Angus board and a couple of committees in the early 2000's. I was always impressed with her professionalism and enthusiastic attitude and she was there to make a positive difference, a leave things better than you found them kind of person. She was also very enthusiastic and knowledgeable of her and Joe's farm and cows, I remember at a Yadkin River Angus sale, she and Joe purchased a sister to DHD Traveler 6807. She was over the moon excited about bringing that cow to Back Creek Angus. Congratulations Robin Hampton to a well-deserved honor, you have made a positive impact for NC Angus at home and across the country."

Tom Burke, American Angus Hall of Fame, says "Robin Hampton is a dedicated Angus enthusiast who truly loves Angus cattle and the Angus community. What an asset she is to the breed! Robin possesses exceptional knowledge of the ideal Angus appearance, which she and Joe have integrated into their Back Creek Angus breeding program. Robin Hampton has shared her expertise about Angus cattle to assist new breeders with their breeding programs and marketing strategies. Robin and her husband Joe have been an award-winning team in improving Aberdeen-Angus in North Carolina. As President of the North Carolina Angus Association, Robin introduced several new programs that benefited both new breeders and ensured a scandal-free administration."



2025 North Carolina Angus Hall of Fame **Robin Hampton**



Continued

American Angus Association Regional Manager David Gazda shared his well wishes and memories of Robin. He says, "Congratulations Robin on your induction into the North Carolina Angus Hall of Fame. While traveling North Carolina as a Regional Manager for the American Angus Association, I was fortunate to have met Robin and Joe through the many Angus events and activities held throughout the state. As their Back Creek herd grew, Robin immersed herself in the NCAA by volunteering for numerous committees and later, serving in key leadership roles on the Board of Directors. Robin's dedication and contributions to the organization, the Angus breed and agriculture in the state of North Carolina through the years are immeasurable and long lasting. More importantly, Robin has become a valued and trusted friend to many of us and our lives are better because of that relationship.

In closing, I cannot think of another individual that has devoted more of her time and energies to the betterment and success of the North Carolina Angus Association and its membership than Robin. Again, congratulations Robin on this well-deserved honor and recognition and thank you for your

dedication to the Angus breed."

When asked, former NC Cattlemen's Association Executive Director, Bryan Blinson was happy to submit thoughts on Robin's achievement. Bryan says, "It is my pleasure to submit comments regarding Robin Hampton. I have had the pleasure to work with Robin for decades. She has always exhibited exceptional leadership regardless of the task at hand. Her contributions to the Angus breed are too numerous to mention but her contributions to the State of Agriculture in North Carolina and beyond are what I have had the opportunity to admire. Robin's influence has far exceeded the bounds of the Angus breed or even the cattle industry. Her contributions to conservation, Ag programs and mentorship are the building blocks of Sustainability. I have always admired Robin's no-nonsense approach to leadership. She led by example and showed others what could be attained and accomplished with hard work, determination and forward thinking."

Suzanne Brewer, former NC Angus Association Executive Secretary, says "Congratulations Robin on your induction into the North Carolina Angus Association Hall of Fame 2025. What a well-deserved honor for all your years of service, dedication, support and involvement! Personally I'd like to thank you for your support during my time as Executive Secretary from January, 2007 to July, 2013! For your encouragement to apply when the position came open, I am forever grateful. For all things learned during those years, the friendships made, the places traveled, it was a learning experience, for

which I am forever grateful! It is an honor to be a part of your induction. Congratulations!"

Fellow NC Angus Association Hall of Fame member, Howard Gentry shared, "For many years, Robin has been very active in the North Carolina Angus Association. She has served on numerous committees, as well as the board of directors of our Association. Robin has served many times as chairperson of committees. Over the years, she attended almost every event our Association had; clerking sales, and making sure the small details were taken care of to make a successful event. Robin has been a true ambassador for the Angus breed both in our state and at the national level. In 2003 and 2004, she served as president of the North Carolina Angus Association. Our Association has been very fortunate to have Robin Hampton as a dedicated member."

I do believe Robin was surprised when her name was called as the recipient of this honor. Her shock only highlights her true leadership. Her long-time dedication and loyalty to the Association has always been centered around the advancement of the Angus breed, its producers, its organizations and her desire to make them all lasting legacies. It has never been about recognition, even when it is deserved.

As she accepted her award, Robin was quick to mention folks that have helped her along her journey in the Angus breed. She mentioned becoming involved in the 80s and the then Executive Secretary Bette Laursen reaching out to offer any help as she and Joe were starting to get involved with the NCAA. Robin quickly replied to her, "Well how can I help YOU?" A true testament to her servant's heart and willingness to contribute to something she fully believes in. We lost Bette just the week before Robin received the Hall of Fame Award, so it was especially touching to hear Robin thank all of those who have made such an impact on the NCAA, like Bette. Robin truly believes in the mission of our NC Angus Association and feels that our legacy is still being built.

Congratulations, Robin Hampton, the 2025 NC Angus Association Hall of Fame inductee.



Robin and Joe have always been a great team



Robin and Joe being receiving their CAB Ambassador Award in 2018

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FROM the FIELD

NOTES FROM YOUR REGIONAL MANAGERS ON ATTENDING EDUCATIONAL EVENTS TO LEARN AND FELLOWSHIP.

By Lynsey McAnally, Angus Beef Bulletin Associate Editor - January 22, 2025 Reprinted with permission from The Angus Beef Bulletin



While taking time away from home can feel impossible, investing in yourself is something that can fall to the wayside for many farmers and ranchers. When it comes to educational events and meetings, the value may not be evident initially, but add in opportunities to better manage your operation and the chance to network with fellow cattlemen? The value



cannot be underestimated. In this month's edition of "From the Field," we visited with regional managers Reese Tuckwiller and Radale Tiner to get their input on events happening in their regions, the importance of carving out time to attend and how building relationships with fellow producers can have a lasting effect on your farm or ranch.

We never stop learning

Henry Ford once said, "Anyone who stops learning is old, whether at 20 or 80. Anyone who keeps learning stays young." While farmers and ranchers certainly learn something new every day within their own programs, taking time to attend educational events targeted toward beef producers is crucial to learning about market trends, management and stewardship opportunities.

As you can imagine, a region consisting of 15 states in the eastern United States (Region 1) provides a lot of opportunity for educational events focused on cattlemen. Regional manager Reese Tuckwiller kicks off his year of educational opportunities with the Lancaster Cattle Feeders Day taking place Jan. 28 in Lancaster, Pa.

Cattle Feeders Day, hosted by Penn State Extension, is geared toward feedlots and cow-calf producers of all sizes who sell feeder cattle. This year's event will focus on market trends, risk management and biosecurity in addition to offering producers the chance to network with industry entities as well as their peers.

"Our generation has information at our fingertips that we can access rapidly, and we are at risk of feeling that we instantly become professionals. These events have so much to offer from the individuals speaking to the peer testimonials." — Reese Tuckwiller

Calling a very different area of the country home, the Texas A&M Beef Cattle Short Course to be hosted in College Station, Texas, Aug. 4-6, 2025, has built a reputation as the most highly attended activity of its kind anywhere in the United States. Annually, more than 1,700 participants attend the Beef Cattle Short Course to gain valuable knowledge about beef cattle production, including animal health, nutrition, reproduction, breeding, genetics, selection, research, marketing and handling. In addition, management sessions cover business, forage, range and purebred cattle.

"The livestock industry is evolving at a rapid pace," says Radale Tiner, regional manager for Texas and New Mexico (Region 9). "These educational meetings provide an opportunity for cattlemen to stay on top of new advancements in beef production that they can then take home to their own ranches."

The value of connection

The value of educational events extends far beyond just growing a knowledge base to building relationships with fellow producers and industry associates. One opportunity for purebred and commercial producers comes in the form of state Angus association events.

The events are geared toward seedstock producers, says Tuckwiller, but the networking opportunities presented at any beef event have value for all cattlemen.

"These events are a huge networking opportunity," he explains. "You can learn from other people's mistakes. You can ask questions in a nonjudgmental environment. You just build on those bones of fellowship in the cattle businesses, which is why I think everybody loves it so much. We want to take care of our animals, but we want to do it with people we like, too." Making connections with fellow producers is incredibly important, but connecting with industry businesses and organizations can also provide definite value.

The connection may take the shape of identifying a new product that solves an ongoing conundrum on your operation. It might come about because of a conversation with a USDA Farm Service Agency representative who shares a program to purchase or improve a piece of property that wouldn't have been an option without the financial assistance of a program you knew nothing about. It could mean meeting a seed provider who could create a custom native grass mix based off the unique topographical and geological profile of your ground. Or maybe it's hearing a discussion from a veterinarian that leads you to ask whether the small issue you're noticing within your herd could lead to something more concerning.

"You've got to be there to hear it," Tuckwiller states, noting that increasing digital attendance options are great when it comes to balancing learning with responsibilities back at home. "Our generation has information at our fingertips that we can access rapidly, and we are at risk of feeling that we instantly become professionals. These events have so much to offer from the individuals speaking to the peer testimonials. We need to take advantage of them."



BRIDGING THE GAP:

HE BROWN FAMILY'S ROOTS

IN AGRICULTURE EVOLVE TO SERVE THEIR COMMUNI

By: Cortney Holshouser, North Carolina Angus Association Executive Secretary



Alex, Daniel and Meredith at a cattle show helping their lunior customers.

For North Carolina Angus Association members Daniel and Alex Brown of Boone, serving their community just comes naturally. Daniel was an active member of the North Carolina Junior Angus Association growing up and was involved in leadership roles. Daniel's parents, Blake and Ann Brown, also served as NCJAA Advisors. In this role, they helped plan many events, fundraisers, and activities for the Juniors. After aging out of the Junior program, Daniel joined the NCAA and has served on the NC Purebred Breeders Council committee and has even been an NCAA event sponsor. Alex shares her talents with the North Carolina Angus Auxiliary. She has worked her way up through leadership roles and has been serving as Auxiliary President for the past two years. Alex's desire to provide opportunities for Angus youth is evident in the way she leads this group. Alex and Daniel have helped many Angus Juniors find success in the show ring and it's only a matter

of time until this passion comes full circle for their family as their two daughters, Meredith and Margo, become involved.

Daniel and Alex, along with Blake and Ann, run BFR Ventures, Inc., a family farming operation based in the scenic Blue Ridge Mountains of North Carolina. They have a core group of Angus

donor cows with a two-fold focus of show cattle and carcass cattle for their meat business, retail, and packing plant.

The family farm has grown to accommodate the inclusion of multiple generations of the Brown family. To keep the family's farm alive, the Browns knew they must diversify. Today, the farm consists of a vertically integrated livestock operation that encompasses cow/calf, yearling production, a feedlot, USDA/FDA inspected packing plant, distribution business, and a retail farm market. In addition to farming, the Browns also have Corbett's Farm Markets, Shiners Stash Packing, Corbett's Country Fixin's, and Corbett's Distribution.



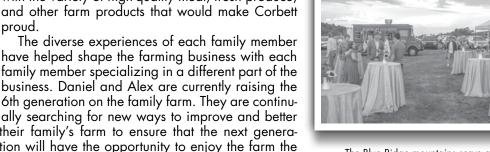
Ann, Alex, Meredith, Daniel, and Blake at last year's Dinner in the Gap

The Corbett namesake comes from Blake's grandfather and Daniel's great grandfather, Corbett McNeil, a farmer

and a pillar in his community and church. "Corbett" embodies the values the Browns hold dearfaith, integrity, trustworthiness and hard work. Like so many mountain farmers during the first half of the 20th century, Corbett and his wife, Mirtie, raised beef, pork, chicken and eggs and milk of which they sold to their neighbors. They also grew produce, mainly cabbage and potatoes, that he took "down the mountain" to sell in cities like Charlotte. The Browns still own and farm the land that Corbett owned and farmed. He was one of the first in the family's lineage to move beyond "subsistence farming" and have products to sell to his community. It's the Browns' goal to continue that tradition of providing their community with the variety of high-quality meat, fresh produce,

> The diverse experiences of each family member have helped shape the farming business with each family member specializing in a different part of the business. Daniel and Alex are currently raising the 6th generation on the family farm. They are continually searching for new ways to improve and better their family's farm to ensure that the next generation will have the opportunity to enjoy the farm the same way they do. Their hard work is recognized

by their community. Last year, Alex was nominated for the Boone Area Chamber



The Blue Ridge mountains serve as the perfect backdrop to host chefs and consumers for Dinner in the Gap



Only the finest North Carolina ingredients are served at Dinner in the Gap. What a spread!

BRIDGING THE GAP: THE BROWN FAMILY'S ROOTS

IN AGRICULTURE EVOLVE TO SERVE THEIR COMMUNITY

Continued



Corbett McNeil, the inspiration and namesake for several BFR ventures.

of Commerce 4 Under 40 Award. Nominees were acknowledged for their business achievements, community and civic involvement, and other related activities.

In May of 2022, Daniel and Alex opened Corbett's Produce as the retail side of the farm. Corbett's Produce is more than just a place for the farm to market their meat and prepared goods, Corbett's offers products from all over North Carolina and the Southeast. Before Corbett's Produce opened, Alex and Daniel both worked within the produce industry selling seeds and working in sales. When they decided to open a business that sells produce, they knew the only way to get the best and freshest produce would be buying directly from the farmers. They take great pride in the relationships they have with their farmers all across North Carolina, Tennessee, South Carolina and Georgia. Their goal is to buy every product they can direct from a farmer or artisan so they can have a relationship with them and so they can share their story with their customers. They make all of their prepared meals in their USDA/FDA manufacturing facility. Corbett's is a Got to be NC Certified Roadside Stand. As one customer said, "they are beautifully disguised as a roadside stand, but are actually a gourmet grocery store."

That same desire to build relationships with farmers and bridge the gap between farmer and consumer resulted in one of High Country's biggest events of the year held right in the heart of the Browns' family farm. In the Spring of 2022,

Daniel set out to create "Dinner in the Gap", a farm to table gala. Alex says, "In agriculture we always hear about the gap between the farmers and the consumers, but there is also a gap between the chefs and consumers. We wanted to bridge the gap between farmers and chefs, chefs and consumers, consumers and the farmer."

Dinner in the Gap is a local NC food collaboration between local producers and the best chefs in North Carolina. Guests enjoy a 9-course dinner prepared with local ingredients from around North Carolina. From sweet potatoes to charcuterie boards, the state's best commodities are showcased in the most elevated way. Money raised from the event's auction goes to support F.A.R.M Cafe in downtown Boone that works to feed everyone regardless of your means. F.A.R.M. Cafe was created in 2009 as a pay-whatyou-can restaurant to serve the area's unmet hunger needs, strengthening the High Country community. After receiving untold support from the local community and pioneers in the pay-what-you-can cafe movement, F.A.R.M.



Corbett's Produce is a hidden gem in the heart of High Country

Cafe was able to lease space in Boone Drug Downtown, a 100-year-old building on Boone's historic King Street in January 2012. For decades, Boone Drug's soda fountain served the community as a social gathering place, and F.A.R.M. Cafe continues that tradition through its mission...to build a healthy and inclusive community by providing high quality & delicious meals produced from local sources, served in a restaurant where everybody eats, regardless of means. Their continued success is impossible without the tremendous support and financial contributions of the community. The Browns are generous enough to do this through the annual live auction at Dinner In The Gap benefitting FARM Café.



Daniel puts the final touches on a show heifer ready to hit the ring.

When asked why they chose F.A.R.M. Café as the beneficiary of the fund-raiser, Alex says "We love their concept of using farm products to feed the community." As a pay as you can eat restaurant, they are able to contribute a lot to folks in need." Dinner in the Gap is a 400-seat dinner, and the event sells out every year. Over the past three years, over \$30,000 has been raised for F.A.R.M. Café. The Brown family hopes the event continues to grow and that many beneficial partnerships evolve for farmers and artisans involved. Alex says, "We hope that consumers go away from the event with an accurate and clear message of agriculture."

Many skills needed to execute an event of this size are carried over from Daniel's involvement in the Angus breed. Alex says, "Daniel's involvement in the National Junior Angus Association taught him the values of relationship building and networking, which is what this event is all about." This year's event is scheduled for July 27th and the family expects the event to only grow in size and impact.

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Angus Convention HIGHLIGHTS



North Carolina was well represented during the Angus Convention in November. It was a great time to network with Angus breeders from around the country, expand our knowledge during educational sessions, get the latest updates from the American Angus Association, and enjoy the sights of Fort Worth.



North Carolina delegates included (from left to right) Mark Wilburn, Eugene Shuffler, Richard Kirkman, and Callie Carson.



The 141st Annual Convention of Delegates for the American Angus Association assembled November 4th in Fort Worth, Texas Five members were elected to the board of directors. They are Mark Johnson, Orlando, Oklahoma; Paul Bennett (second term), Red House, Virgina; John Dickinson (second term), Auburn, California; Danny Poss, Scotia, Nebraska; and Ron Hinrichsen, Westmoreland, Kansas.



The delegation also elected new officers; Jonathan Perry (center), Fayetteville, Tennessee, president and chairman of the board and Jim Brinkley (left), Milan, Missouri, vice president and vice chairman of the board. Darrell Stevenson (right), White Sulphur Springs, Montana will serve as the treasurer for the 2024 to 2025 term.



Some of the North Carolina crew enjoying the National Angus Tour







We are proud to have Christy Perdue (far right) represent us as the American Angus Auxiliary Secretary/Treasurer

"We have got to continue to make the American Angus Association relevant to its breeders and its members," said Jonathan Perry, president and chairman of the American Angus Association® Board of Directors. "We have got to embrace diversity. We have got to continue to create tools that touch every member. The diversity of our breeders and our breed is our greatest strength."



Christy Perdue (left),
Cortney Holshouser (right)
and NC Junior Angus member
Mary Wood (center) were in
attendance. Mary serves as
Chairman of the NJAA
Board of Directors.



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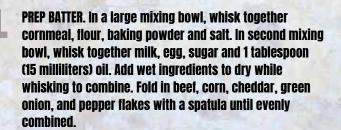
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Beef and Corn Fritters

- 8 ounces Certified Angus Beef ®
 cooked short rib or chuck roast, shredded
- 3/4 cup fine cornmeal
- 1/2 cup all-purpose flour
- 2 teaspoons baking powder
- 2 teaspoons kosher salt
- 3/4 cup whole milk
- 1 egg
- 1 tablespoon sugar
- 1 cup plus 1 tablespoon canola oil
- 1 cup frozen corn
- 1/2 cup shredded cheddar
- 2 tablespoons minced green onion (optional)
- 2 teaspoons red pepper flakes
- 1 tablespoon Tajin seasoning





COOK. Add 1 cup (240 milliliters) canola oil to a 12-inch cast-iron skillet and heat to medium-high (350°F / 175°C). Scoop batter using a 1/4 measuring cup (60 milliliters); carefully place batter portion into hot oil. Lightly press on top with a spatula to flatten and slightly spread out. Repeat with five more scoops. Fry until golden brown on the bottom side (about 3 minutes). Flip fritter, continue to fry until golden brown and an internal temperature of at least 145°F (63°C). Repeat with remaining batter. If fritters are browning but not fully cooking through, they can be finished in a 350°F (175°C)

NCBCIP Bull Test Results



BUTNER BULL TEST

HIGH INDEXING ANGUS BULL

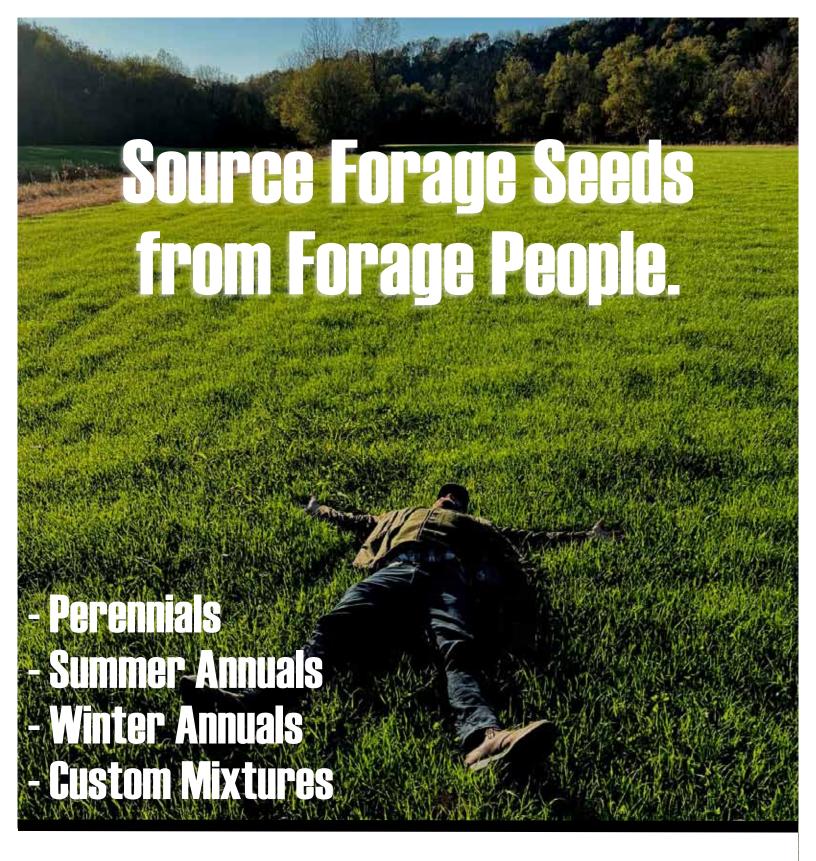
John Smith of Panther Creek Farms in Pink Hill. NC had the high indexing Angus bull at the Butner Bull Test. Lot 11, PCF Iron Horse 353, is a Bigk/WSC Iron Horse 025F son out of a GAR Predestined T598 daughter. He had an index of 117, a final weight of 1417 lbs. and an ADG of 4.5. 21 Angus bulls averaged \$5,148 at the Butner sale. The high selling bull, lot 14 from Panther Creek Farms, was a Deer Valley Growth Fund son that brought \$7,750.



WAYNESVILLE BULL TEST

HIGH INDEXING ANGUS BULL

Gerald Strickland of Hawks Nest Farm in Leicester, NC had the high Indexing Angus bull at the Waynesville Bull Test. Lot 10, HNF Veracious 083, is a HPCA Veracious son out of a Primus Excitement 1454 daughter. He had an index of 114, a final weight of 1525 lbs. and an ADG of 3.8. 22 Angus bulls averaged \$3,490 at the Waynesville sale. The high selling bull, lot 29 from Keziah Farms, was an Ankonian Paragon 0C4 son that brought \$5,300.







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¹ Hawkins JA. Economic benefits of parasite control in cattle. Vet Parasitol. 1993;46:159-173. ² Based on approved labels for Dectomax* Pour-On, Dectomax* Injectable and Valbazen* Suspension, compared with approved labels for Eprinex*, Ivomec* Injectable, LongRange*, Synanthic* Suspension, Safe-Guard* 10% Solution, and Cydectin* Injectable and Pour-On.

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AMERICAN ANGUS ASSOCIATION ANNOUNCES

THE TEN NORTH CAROLINA BREEDERS WHO REGISTERED THE MOST ANGUS



The 10 producers who registered the most Angus beef cattle in the state of North Carolina recorded a total of 1,284 Angus with the American Angus Association® during fiscal year 2024, which ended Sept. 30, according to Mark McCully, Association chief executive officer.

The 10 top recorders in North Carolina are:
Upper Piedmont Research Station, Reidsville
Springfield Angus Farm, Louisburg
The Biltmore Company, Asheville
E Bruce Shankle II, Polkton
Broadway Cattle Farm, Monroe
Gragg Farms, Boone
J Roger Lane, Gates
Windy Hill Farms LLC, Ramseur
Uwharrie Ridge Farms, Asheboro
Chapman Cattle Co, Taylorsville

Angus breeders across the nation in 2024 registered 302,716 head of Angus cattle. "Our Association members lead the industry in adopting new technology and breeding the most problem-free cattle for their customers," McCully said. "Cattlemen across the country continue to find registered Angus seedstock are the most profitable option for their herd."

ANGUS MEANS BUSINESS. The American Angus Association is the nation's largest beef breed organization, serving nearly 22,000 members across the United States, Canada and several other countries. The Association provides programs and services to farmers, ranchers and others who rely on Angus to produce quality genetics for the beef industry and quality beef for consumers. For more information about Angus cattle and the Association, visit www.ANGUS.org.

AMERICAN ANGUS ASSOCIATION ANNOUNCES THE TOP TEN SIRES OF THE YEAR

For over 150 years, the popularity of Angus cattle has grown, making over 80% of America's cowherd influenced by Angus genetics. Influential sires have made their mark and during the 2024 American Angus Association® Awards Dinner and Reception on November 3rd, 2024 in Fort Worth, Texas, the Association recognized the sire registering the most progeny.

Connealy Craftsman owned by Select Sires Inc., Plain City, Ohio, and Sexing Technologies, Navasota, Texas, sired 4,014 calves registered into the Angus herd book, the most in fiscal year 2024.

"We were interested in this bull for a variety of reasons, but it was phenotype that set him apart for us. His \$M index and foot scores were excellent, and his pedigree was something different for us," Brian House of Select Sires Inc. said. "When our team set their eyes on him, they very quickly selected him as the 'special bull," in that sale."

Recognizing these sires highlights the breeders dedicated to providing top-quality Angus bulls.

"Our members enjoy wide diversity in genetics to achieve whatever their breeding goals are," said Mark McCully, chief executive officer of the Association. "We're thankful for these cattlemen committed to breed improvement."

The top 10 sires are recorded from October 1 through September 30.

- 2. GB Fireball 672, ABS Global Inc., De Forest, Wis.; Goode Angus, Pampa, Texas; and Grand Bayou Farms, Ruston, La., 3.500 calves
- 3. Deer Valley Growth Fund, Deer Valley Farm, Favetteville, Tenn., 3.368 calves
- 4. Sitz Resilient 10208, Bar J V Angus Ranch, Fairview, Mont.; Dan Ingalls, Casper, Wyo.; and Lunds B Bar Angus, Wibaux, Mont., 3,332 calves
- 5. Tehama Tahoe B767, Midwest Genetics, Long Island, Kan.; Tehama Angus Ranch, Gerber, Calif.; and VanDerVeen Farms, Phillipsburg, Kan., 2,411 calves
- 6. LAR Man in Black, ABS Global, De Forest, Wis., and Larson Angus Ranch, Sharon Springs, Kan., 2,292 calves
- 7. DB Iconic G95, Douglas Booth Family, Torrington, Wyo., and Genex Cooperative, Shawano Wis., 2,273 calves
- 8. Sitz Stellar 726D, ABS Global, Inc., De Forest, Wis., and Sitz Angus Farm, Dillon, Mont., 2,165 calves
- 9. Poss Rawhide, Danny Poss, Scotia, Neb., and Sexing Technologies, Navasota, Texas, 2,090 calves
- 10. GAR Home Town, Gardiner Angus Ranch Inc., Ashland, Kan., 2,068 calves

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Spring 2025

REFLECTIONS OF THE NORTH CAROLINA ANGUS ASSOCIATION PRESIDENCY CALLIE CARSON, 2023-2024 NCAA PRESIDENT

By: Callie Carson

I am by nature a storyteller. If there was a story telling EPD, you might find it's highly heritable on the paternal side. Much like hair shed. It's been an honor to be part of the Angus story for 25 years as part of the Juniors, Auxiliary, Board of Directors, and most recently in the last four years as an officer. As I look around the room, there are former Miss American Angus, former National Junior Angus Association board members, past American Angus Auxiliary presidents, past NC Angus Association presidents. The story of the NCAA hasn't yet been told. We've seen many chapters written and new chapters begin. Our story is still being told.

It's an honor to follow in the footsteps of those I consider to be NC Angus legends - Ira Gentry, DS Moss, JR Fowler, Robin Hampton, Jim McCauley, Connie Mack Deal, the Scarletts, the Eberts. These folks helped shape and guide me, and probably many of you. This year, we lost three dear Angus Friends, Connie Mack Deal, Eddie Leagens, and Bette Laursen.



The story of NC Angus is rich with history. More recently, our story has included:

- The Association hired and onboarded a new Executive Secretary, Cortney Holshouser
- From 2014 to 2024, Spring Fever sales have increased quality, consistency, and interest from breeders across the US. In 2014 the high selling bred heifer sold for \$3600, in 2024 it was \$7250. In 2014, the high selling fall pair was \$7700, in 2024 the fall pair was \$14,500. We have doubled our averages and high selling lots.
- From 2022 to 2024, the NC Angus Association has increased the balance of the organization securing our financial solvency and increasing NCAA's support programs, NCJAA, and other events across our state to promote Angus cattle.
- Held 3 frozen genetics online sales as a platform for our members to market embryos and semen.

As we look to the future, the Association is planning a fresh website that will be easier to navigate. We are also preparing to launch an Angus Influenced Female marketing initiative through the Angus Advantage program.

2024 will be part of our story. It was a terrible year. Drought followed by rain, more drought, Fall army worms, and Hurricane Helene. We have members across the impacted region from Biltmore to Gary Hill to the Schupings. There is no way to adequately describe before, during, and after Helene. No one in Western NC was prepared for already oversaturated waterways to be pounded by Helene's unrelenting wind and rain to stall over the Blue Ridge mountains. She left scars on the land and people. Each of us has a different story, I can simply share a few of mine.

In the immediate aftermath, Billy Lewis called to say he had some boys that showed hogs who wanted to come help, could he give them my number, they needed a place to stay. I told him, "No, Billy I can't." He said, "They're good folks, and they will help." There was nowhere to put them, camp-



NCAA Board member Bryant Chapman presents Callie Carson with a plaque in appreciation of her dedicated service to the Association.

grounds were literally gone and there was no power. So we offered them our driveway. Three amazing farmers showed up from Lowland, NC - if you don't know where that is, it's an island in Pamlico County. If you drive any farther, you'd be in the ocean. It's where the land meets the sun. Within hours of their arrival, we realized that we had mutual show pig friends, and I had even gone to college with one's cousin. John said that only a Birdsell could have strangers come and stay in our driveway and be one degree separated.

Those three men worked for 5 day in 2 North Carolina and 2 Virginia counties, accepting nothing but our shop bathroom and sleeping in their livestock trailer on cots. They brought their own equipment and fuel, chainsaws and a skidder with a grapple. In November and December, one of those men single-handedly hauled over 450 round rolls of hay into Helene devastated counties, sleeping in his truck and showering at truck stops. He wouldn't accept a hotel room, saying that money was needed to help WNC farmers. Farmers helping farmers.

Over the next two weeks, farmer volunteers from across the state would work on 43 different farms across Northwest North Carolina and Southwest Virginia - clearing trees, repairing fence, and preparing meals. Farmers fund raised, delivered, worked, donated, and supported their western neighbors - farmers helping farmers.

John Barnes made two deliveries into Ashe County. The first time, we were unloading fencing supplies and watched a National Guard helicopter land in a pasture 150 yards to deliver medical supplies. Later that day, a chinook would land to bring in much needed generators. The second trip, I had to sweet talk us through a road

REFLECTIONS OF THE NORTH CAROLINA ANGUS ASSOCIATION PRESIDENCY

CALLIE CARSON, 2023-2024 NCAA PRESIDENT

Continued



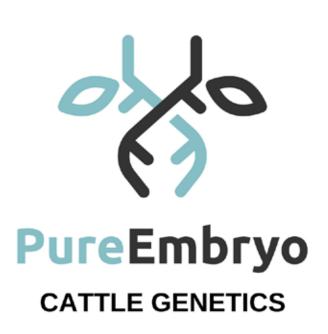
Callie's family was able to join in the day and see her in action.

closing so the local power co-op could attempt to repair missing powerlines. Many of the roads we traversed were simply gone. Farmers helping farmers.

Another week, Neil Bowman had a who's on first conversation about three dump truck loads of fencing supplies that I had ordered. Except I hadn't ordered any. When we couldn't get transport for fencing supplies or get them loaded on a chinook for air drop, a 17 year old high school girl commandeered three national guard trucks and sent them to get the fencing supplies so desperately needed in her area. Farmers helping farmers.

Joe Hampton was on hand at the Upper Mountain Research Station to help cook burgers for linemen and community members without power. My son still says it's the best hamburger he's ever eaten.

Many of you have done the same. I could not be more proud of you, our members, and the NC Angus Association. We have two Allied Industry Partners, Piedmont Custom Meats and Mitchell's Meat Processing, who helped coordinate food deliveries to devastated areas. Many of you in this room donated hay, time, and animals in Fall 2024 sales. Farmers helping farmers.



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Information to make informed decisions sets the stage for profit at the feedyard.

*Reprinted with permission from the Angus Beef Bulletin

by Sarah Kocher, American Angus Association

hether a producer walks through the door of a local auction market, closes a private deal with a handshake or sits at the computer listening to a chant as the ranch's cattle stream online, sale day often comes with a mix of stress and excitement.

For an increasing number of farmers and ranchers, high prices are not a sign to rest on their laurels. Instead, they're leaning on their cattle's genetic merit and other qualities as marketing and benchmarking tools, and buyers are hungry for the information.

"Everything that we do at the feedyard, it all starts the day that he turns out a bull or he makes that decision on which straw of semen to use on that cow," says Justin Gleghorn, director of cattle risk management and customer service with Cactus Feeders. "Everything we're doing after that is basically just managing that decision."

Like other players in the industry,

cattle buyers
— and more
specifically,
feeders — are
eager to keep
their balances
in the black at
every stage of

the cattle cycle if they can help it.

"Every one of our employees owns some portion of these cattle, and it's everybody's job to get those cattle to generate some positive margin at the end of the day, because that's what drives the value in our organization," Gleghorn says.

Purchasing power

With their value-based pricing model, Gleghorn says he and others at Cactus Feeders must look at an array of characteristics to measure a group's level of risk, even as cattle supplies have tightened.

"We're very keyed in on matching up the growth potential, carcass merit, health — all of those things

"It's going to become ever more important that when we price these feeder cattle, they've got to meet our expectations, because they're going to be very expensive, and we don't want to have a surprise."

Justin Gleghorn

— so that when we run a projection, it matches the cattle," he says. "It's going to become ever more important that when we price these feeder cattle, they've got to meet our expectations, because they're going to be very expensive, and we don't want to have a surprise."

Troy Marshall, director of commercial industry relations for the American Angus Association, who also manages the AngusLinkSM program's Genetic Merit ScorecardSM program, says he hears echoes of Gleghorn's message across a wide range of feeders. Whether they are buying AngusLink cattle at a premium or commodity-type cattle, they try to keep their yards running



"The feeders are aware of just how much more valuable genetics are to their bottom line, whether that be looking at feed efficiency, carcass weight or quality grade."

Troy Marshall

efficiently and want information to help them manage and market their cattle successfully.

"They want the information on those genetics not only to identify the superior genetics, but also to identify what those genetics are so they can manage them to the best of their ability and help these cattle perform in their yards," Marshall says.

In a similar way, genetic merit information and marketing claims help commercial cattlemen better manage risk and can help them build equity, says Warren White, chief procurement officer of Prime Pursuits[®].

Being a more narrowly focused cattle feeder, White talks about wanting to use side-by-side comparisons of genetic merit when he looks at cattle for sale. Prime Pursuits only buys cattle that meet its minimum program requirements, so they need to be choosy and pay for high-quality cattle that will fit their supply chain's needs.

"I didn't start using that [Genetic Merit Scorecard] as far as influencing what I want to give for calves until probably the last year," White says. "As more Angus producers enroll in that, I think you're going to see those premiums get wider."

White says he knows the extra cash is helpful to commercial producers now. He also discusses the effect it could have later in the prospective cattle cycle.

"When these markets correct
— and they will correct — and we get
back to break-even levels, they can
tell the difference," White says. "It
might make the difference in paying
the note off and not."

Marshall says the value of genetics is higher today than ever before, as

feeders continue to seek efficiency in production.

"The feeders are aware of just how much more valuable genetics are to their bottom line, whether that be looking at feed efficiency, carcass weight or quality grade," he says.

Health and genetics

If genetic merit in areas like growth potential and carcass quality can make a premium, health issues can break it.

"The health status of a group of cattle is a primary consideration," Gleghorn says about purchasing cattle. "That's one of the things that can set you back as quickly as anything else in terms of wrecking a projection."

It is a consistent challenge, he says, especially as the average frame size of feeder cattle grows.

"We spend a lot of time assessing health and health risk in these cattle, especially if they're from sources that we know we might be getting into calves, even though they weigh 700 to 800 pounds," Gleghorn says. "We'll apply different strategies there based on the population of the cattle and their growth potential."

Survey results summarized in the 2023 Industry Insights Powered by Angus Media & CattleFax show vaccination, current health, preconditioning and weaning are some of the health factors of importance across the industry. Percent black-hided, verified Angus genetics and verified genetic merit were genetic factors identified as purchase incentives following these health factors.

Survey respondents had a collective capacity of more than 3.3 million head of cattle.

Best management practices for cattle health have become more standardized over the years, says Marshall.

"I really feel like the management side of things has kind of evolved to where it's almost expected if you're going to participate in the higher tier of the market, and it's not really a differentiator anymore," Marshall says. "I think producers looking ahead, they are wanting to differentiate themselves through market access and being able to document the superior genetic management they put into the cattle."

Higher standards

At the same time, the overall industry standard for cattle and their beef continues to be raised.

"If we had beef demand similar to what it was 10 or 15 years ago, we wouldn't be near these price levels," Marshall says. "When you look at the percentage of cattle that were qualifying for the *Certified Angus Beef* (CAB®) brand and at the percentage of black-hided cattle that were in our industry 10 or 15 years ago, those all took a pretty significant jump as we started to expand in this last cattle cycle. I think we're going to see the same thing in this coming one."

So, is more information always better?

White says yes. He says he recognizes that it is the business of Prime Pursuits to provide information to their partner retailer, Walmart, and its customers. White says other retailers take notice.

"I talk to people in the industry that know what we're doing, know what Walmart's doing, and Walmart's the big one, so everybody's going to be watching them," he says. "Maybe it's not for everybody, but they want to give their consumers a choice. I really believe in this."

Even without a giant retailer working with them, Gleghorn says information provides an advantage to Cactus Feeders.

"You have a lot of variation out there in the population, so we just want to make sure that we project them correctly," Gleghorn says. "That way we can match up what we can afford to pay for them and where those cattle meet our expectations, and we can continue to do business with each other year in and year out.

"From a buyer standpoint, yes, I would like to know if they're average," he says. "From a seller standpoint, I can understand why they would choose not to advertise if their cattle are average or below average. I'm not against buying cattle

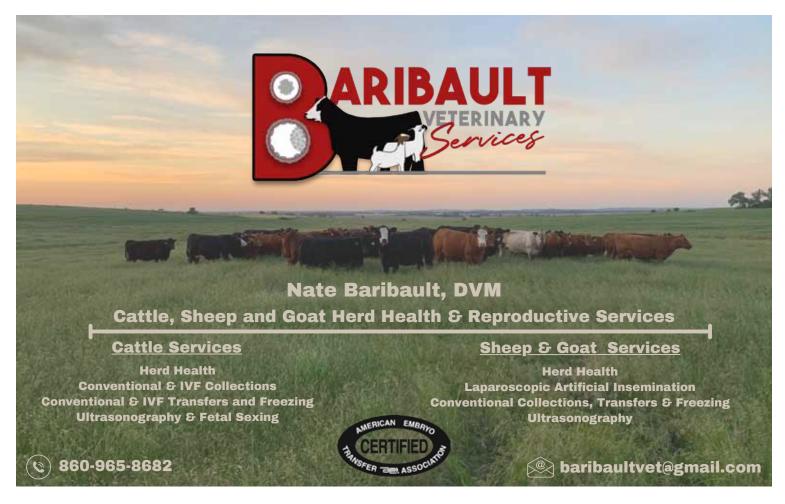


The percent of black-hided cattle in the mix and the percent of those meeting CAB specs took a jump with the last herd rebuild. Will they again?

that are lower on the Genetic Merit Scorecard when we think about growth or carcass potential. As long as I know what I'm buying, those cattle have value, and the repeatability of those cattle in our system has value to us." It has value to the consumer, too, Gleghorn says. Consumers want a predictable product on their plate.

"What I'd like for those guys that are running cow-calf operations to remember is, yes, we sell cattle, but ultimately at the end of the day, we are in the beef business," he says. "We have a demand structure right now where our consumer has shown over and over that they're very willing to pay for a product that they can have confidence in and they can take it home, cook it, and it's going to create a pleasurable eating experience for them. Not to be one-track minded, but let's call it what it is. Quality grade, marbling, potential palatability, and that overall eating experience are driving the bus." ABB

Editor's note: Sarah Kocher is a communications specialist for the American Angus Association.



NORTH CAROLINA ANGUS AUXILIARY TAKES ON 2025

By: Christy Perdue, North Carolina Angus Auxiliary Publicity Chair



NC Angus Auxiliary members during their Annual Meeting



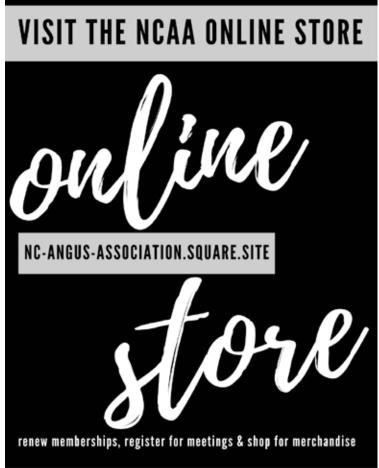
Seven NC Junior Angus members received NC Angus Auxiliary Merit Awards

The North Carolina Angus Auxiliary made its official start to 2025 with our Annual Meeting, held in conjunction with the NC Angus Annual Meeting. Members and guests gathered for our business meeting, enjoyed a catered lunch, and then participated in a fun, Angus themed craft activity. We joined the NC Angus Association Annual Meeting and banquet and participated in presenting awards and held our annual fundraiser. We continue to utilize our fundraising efforts to support our mission and support both the adult and Junior NC associations. An example of that support was demonstrated during the awards portion of the Annual Meeting. We were fortunate to be able to present Achievement Awards to seven deserving NC Junior Angus members.

Our Annual Meeting also allowed for planning of events and sponsorship opportunities for the coming year. Upcoming events include our Annual Summer Outing. The dates for our 2025 Summer Outing are July 18-19, 2025. Plans are in the works and details will be available soon. All are welcome to join the fun. We are excited to return to an additional Fall outing this year. Previous Fall Outings include an Eastern NC Barbecue tour! We are sure to plan another fun event. Stay tuned for an October date to be announced soon. Be sure to follow the North Carolina Angus Auxiliary on Facebook and Instagram for updates. If you would like to join our mailing list, reach out to any officer. All officer information is available on our website.

The North Carolina Angus Auxiliary not only continues to stay active on the local level, but we are also active on the national level. Our strong National presence includes two American Angus Auxiliary Past Presidents, Jane Ebert and Cortney Holshouser. Cortney and Jane are also honored as two of the Auxiliary's Distinguished Women. Christy Perdue serves on the Executive Board as the Secretary/Treasurer. Cortney also serves as the Full Circle Online Auction Chair, which serves as the Auxiliary's largest Annual fundraiser, held in November each year on Angus Live.

Stay up to date on our current events on our social media. We hope to see you at our next event!





CORTNEY PERDUE HOLSHOUSER

2024 AMERICAN ANGUS AUXILIARY DISTINGUISHED WOMAN RECIPIENT

By: Christy Perdue, North Carolina Angus Auxiliary Publicity Chair American Angus Auxiliary Secretary/Treasurer

There are many highlights from my time at the 2024 National Angus Convention! Our four-day adventure included catching up with friends from around the country, making plans for the year to come, taking advantage of the sights, sounds, and delicious foods that Fort Worth has to offer, and much more! While these alone would make for a great trip, they pale in comparison to the joy and pride that I and my family felt when my sister, Cortney Perdue Holshouser, was awarded the Distinguished Woman Award, the highest honor in the American Angus Auxiliary.

The American Angus Auxiliary states, "The Distinguished Woman Award is, perhaps, the most prestigious and rare honor to be given to an American Angus Auxiliary member. Recipients have proven to be long time champions of the organization. They have devoted time as officers, committee members, and many other roles, all for the betterment of the Auxiliary. These women are a true inspiration."

The added excitement of this prestigious award is the surprise that it holds. Only a select few are notified when the award will be presented and who the nominee will be. As Julie Thelen Conover stood to present the Distinguished Woman Award at the Annual American Angus Auxiliary Breakfast, she also asked for all attendees to stand. She read out many interesting facts that pertained to the incoming Distinguished Woman. As the statement didn't apply to you, you were asked to sit down. The room was filled with anticipation as each statement was read and more and more women took their seats. Statements included: current American Angus Auxiliary member, former National Junior Angus Association member, current or former state Junior Angus Association advisor, Past President of the American Angus Auxiliary, have shown in Louisville, currently lives east of the Mississippi River, is a current chair of an American Angus Auxiliary Committee, and can tell you exactly how many items are selling in the Full Circle Online Auction on November 7th. The one statement that left Cortney standing alone was "began showing cattle because of her college boyfriend." It was at this time that Cortney knew that she was receiving one of the greatest honors of her life. Tears of joy were shed by many and the attendees then learned of the accomplishments that led Cortney to receive this distinguished honor.

As Cortney approached the stage, Julie Conover, Distinguished Woman Committee Chair, read the following. "Cortney Perdue Holshouser is our 2024 American Angus Auxiliary Distinguished Woman Recipient. Cortney's passion for the Angus breed and her leadership, service, and many contributions to the American Angus Auxiliary have and continue to make her a phenomenal asset to the Auxiliary. Her early passion for agriculture began as a child, as her father, Clay, grew up on a tobacco farm. As raising tobacco continued on the family farm, Cortney's love for Angus cattle grew when she met her husband, Karl, at North Carolina State University. As she ended her Junior show career, her passion moved towards service as she joined the North Carolina and American Angus Auxiliaries. Her drive was fueled by her desire to give back to the organization that supported her husband's Junior career so well. Cortney served as our 2013-2014 American Angus Auxiliary President and continued that involvement in numerous capacities including serving as the Public Relations Chairwoman and Chairwoman of the Full Circle Online Auction. Her involvement and ability to mentor fellow members and youth at both the state and national levels help the Angus breed to reach new heights. Cortney took on a new Angus venture in 2022 serving as the North Carolina Angus Association Executive Secretary. She works tirelessly to better the association and provide increased opportunities for its members. A former junior advisor as well as numerous other capacities, Cortney exemplifies the characteristics of a Distinguished Woman. Cortney once stated, "It is an honor to be part of the organization that has helped shape my life, and is continuing to influence the future of the breed," In addition to her volunteer involvements, Cortney is actively involved with her husband, Karl, in Hope Cattle Services, a farm with 100 purebred and commercial cattle located in Castalia, North Carolina. A key focus of the farm is providing recips and management of embryo transfer calves for clients. Please join me in congratulating Cortney Perdue Holshouser!"

Cortney graciously accepted the award and was joined by her husband, Karl Holshouser, her mother, Carol Perdue, sister, Christy Perdue, and mother-in-law, Martha Holshouser. We are still wondering what was Cortney's biggest surprise, receiving the award or seeing Karl at the back of the room as she approached the stage? It's hard to pull off a surprise as big as this one, but we succeeded!







AMERICAN ANGUS AUXILIARY TAKES ON FORT WORTH

By: Christy Perdue, American Angus Auxiliary Secretary/Treasurer

The 2024 National Angus Convention was held in Fort Worth, Texas. Texas is always a fun atmosphere for the Angus Convention. The shopping, cattle drives, amazing Tex-Mex food, and strolls in the Stockyards provided great pass times between meetings, banquets, and celebrations. North Carolina members attended and represented our state organization and participated in planning for the upcoming year and celebrating a successful 2024 for the American Angus Auxiliary.

While our meetings provided an opportunity to plan for the coming year, a new slate of Officers was also presented. As the newest member of the Executive Team, Christy Perdue was elected the American Angus Auxiliary Secretary/Treasurer, beginning a four year run on the Executive Officer Team. In addition to looking to the future of the Auxiliary, we also celebrated the end of the Presidency for Karla Knapp at the American Angus Auxiliary Annual Breakfast. Iowa hosted a beautiful and delicious breakfast. The highlight of the Auxiliary Breakfast was the presentation of the Distinguished Woman Award to our own Cortney Holshouser.

Our Juniors take on an important role at the Convention as well. One of the highlights of the Angus Convention is the Miss American Angus contest and the crowning of the 2025 Miss American Angus. Rosalind Kidwell, from Indiana, was crowned our new MAA. She has started her year out strong and has represented the Auxiliary well. Our own Mary Wood represented the National Junior Angus Board throughout the weekend and currently serves as the Chairman of the National Junior Angus Board.

The Annual Convention also marked the end of an era for the Auxiliary. The Angus Gift Barn has been the main fundraiser for the American Angus Auxiliary for decades. It has seen changes in managers, websites, merchandise, along with changes in the format and location of the Angus Annual Meeting. As the Auxiliary has chosen to focus on other fundraising ventures, the AGB participated in its last Trade Show. We will forever be grateful for the success of the Angus Gift Barn including the missions and projects that were supported by its success.

If you have never attended the National Angus Convention, I encourage you to join us for the 2025 Angus Convention. We will gather in Kansas City October 31 – November 2. I hope to see you there!

The new 2025 American Angus Auxiliary officers and regional directors (from left to right) Region 2 Director Megan Ahearn, Region 6 Director Tammy Weaver, Region 3 Director Stacy Erdmann, President Tonya Theis, President Elect Emma Powell, Region 5 Director Lori Pillars, Region 1 Director Katlenia Vejraska, Region 4 Director Melissa Eitel, Secretary / Treasurer Christy Perdue, and Advisor Karla Knapp.





The officer team with the newly crowned Miss American Angus Rosalind Kidwell.



Scenes from ground Fort Worth



The cattle drive is a must see while in Fort Worth



Cortney Holshouser received the 2024
Distinguished Woman Award

IUNIORS

NORTH CAROLINA JUNIOR ANGUS ASSOCIATION

By: Ava Wood, NCJAA President

On March 1st, the North Carolina Junior Angus Association held its annual meeting in conjunction with the North Carolina Angus Association. Members gathered to reflect on past events, discuss upcoming shows and sales, and elect a new slate of officers.

Following the meeting, attendees enjoyed a farm tour showcasing a diverse livestock operation, featuring cattle, donkeys, goats, chickens, and even monkeys! The experience provided a unique learning opportunity and a chance to connect with fellow members before returning for dinner and the annual banquet.

This year, the junior association proudly celebrates Mary Wood as she concludes her term as Chairman of the National Junior Angus Board of Directors. As she prepares to retire this summer, North Carolina is excited to support Ava Wood in her campaign for a spot on the National Junior Angus Board. If elected, she will continue the state's impressive tradition of representation. This year marks the fourth consecutive term with a North Carolina board candidate.

Looking ahead, the NCJAA is gearing up for key Spring events, including serving lunch at the Spring Fever Sale on April 26th and hosting the North Carolina Junior Angus State Show on April 27th in Lenoir. After an outstanding year in 2024, the association is eager to continue its success and make 2025 another great year for the Angus breed!



NC STATE FAIR RESULTS



Congratulations to all Angus exhibitors at the North Carolina State Fair. The cattle and people involved were exceptional. Our Juniors also excelled in showmanship. Lydia Crocker was Grand Champion Senior Showman, Ava Wood was Reserve Grand Champion Senior Showman, and Maddie Carpenter was Third Overall Senior Showman. Peyton Taylor was Reserve Grand Champion Intermediate Showman. Schyler Crocker was Grand Champion Senior Plus Showman and Mary Wood was Fifth Overall Senior Plus Showman.

JUNIOR SHOW



Grand Champion Angus Heifer
Teag Sandy 309L, an April 2023 daughter of Conley
No Limit. Exhibited by Emma Vanhoy.



Reserve Grand Champion Angus CampbellCo Queen 4A, a February 2023 daughter of Colburn Primo 5153. Exhibited by Peyton Taylor.



Champion Got To Be NC Angus Wood Blackbird 2310, a February 2023 daughter of EXAR Stock Fund 9097B. Exhibited by Ava Wood.

OPEN SHOW



Grand Champion Angus and Supreme Champion Female Teag Sandy 309L, an April 2023 daughter of Conley No Limit. Exhibited by Emma Vanhoy.



Reserve Grand Champion Angus Female HSCC Georgina 3701, a July 2023 daughter of Riverstone Vegas. Exhibited by Marcie Harward.



Grand Champion Angus and
Supreme Champion Bull
Wood Sin City 2330, a December 2023 son of
Riverstone Vegas. Exhibited by Ava Wood / Wood
Angus.

Reserve Grand Champion Angus Bull (not pictured)

GBF Money Man 23, a December 2023 son of GCC Money Earned. Exhibited by Greyson Peeler.

HOW TO STAY INVOLVED ONCE YOUR TIME AS AN NJAA MEMBER ENDS

By: Mary Wood, National Junior Angus Association Chairman



This July at the National Junior Angus Show, I will officially conclude my involvement with the NJAA, along with many other Juniors. While this event will serve as a bittersweet milestone, I know that the Angus breed offers endless opportunities to stay connected and continue growing.

As young leaders in society, we are often involved in numerous organizations and activities, striving to make the most of every opportunity we encounter. We spend our Junior career working to be the best version of ourselves, only for it to end as we transition into adulthood. The National Junior Angus Association is built around a common theme—Angus cattle—but it provides a variety of avenues to learn, gain leadership skills, and create long-lasting relationships. Letting go of those opportunities can be difficult and even intimidating at times. But I find comfort in knowing the NJAA, as a Junior association, is just the beginning of our involvement with the breed.

This organization set the stage for your future involvement with the breed. Now it is up to you continue to find ways provided to be involved. Despite aging out from the association, that doesn't mean you must

cut off from the work you have done over the years. Remaining consistent in what you learned and continuing to practice this helps you continue to be connected and involved.

The foundation the NJAA provides paves the way for future involvement. It's up to each of us to continue seeking out opportunities to stay engaged. Aging out of the association doesn't mean severing ties with the work we've put in over the years. The relationships we've built over the year will continue into our future and strengthen. By remaining consistent in what we've learned and continuing to practice those skills, we can stay connected and involved.

There are countless ways to remain active in the Angus community as adults, whether through utilizing American Angus Association programs in our own herds or engaging with state associations and auxiliaries. As former Junior members, we have a unique understanding of the challenges and opportunities Juniors face, which allows us to offer valuable perspectives at both the state and national levels.

One of the most impactful ways to remain involved in the NJAA after aging out is through mentorship. As someone who has been part of the organization, you have firsthand knowledge of what it takes to succeed, and the lessons learned from participating in shows, conferences, and leadership activities. By offering mentorship to younger NJAA members, you can help guide them as they navigate their own experiences. Whether it's serving as a state advisor or simply being a role model in their life, mentorship allows you to stay deeply connected to the mission of the NJAA.

It's easy to think that once it's over, it's really over. But I believe this isn't the end of my journey with the NJAA—it's the beginning of a new chapter filled with opportunities to give back and stay engaged.

North Carolina Junior Angus Members Excel

At the 2024 NC State Fair, youth from across the state were recognized for receiving the North Carolina State Fair Youth Livestock Scholarship for involvement in showing livestock, academic achievements, and extracurricular activities. We are proud of our North Carolina Junior Angus members who received scholarships.

Congratulations to these Juniors!

Shane Kendall, Northeastern Oklahoma A & M Caroline Scarlett, NC State University Rylea Suddreth, UNC Chapel Hill Emma Vanhoy, NC State University Hannah Vanhoy, NC State University Ava Wood, NC State University Charlotte Wood, NC State University Mary Wood, Oklahoma State University

ATTENTION NC JUNIOR ANGUS ASSOCIATION MEMBERS

2025 WILLIAM M. SANDERS SCHOLARSHIP applications are due to the NC Angus Association office by May 1, 2025

The William Sanders Scholarship and the North Carolina Angus Association are pleased to support youth and education. A \$2,000.00 scholarship will be awarded to a qualified applicant for 2025. To be a qualified applicant, you must be a member in good standing with the NC Junior Angus Association, a graduating high school senior or a past William M. Sanders Scholarship recipient. The application can be found on ncangus.org/juniors or by contacting the NCAA office at 919-796-2346 or ncaa.sec@gmail.com.

Putting the Pieces Together

*Reprinted with permission from the Angus Beef Bulletin

Commercial cattlemen, industry advisor reflect on tools that help them market cattle, progress their herds.

by Sarah Kocher, American Angus Association

he right tool for the job makes all the difference. When farmers and ranchers select registered Angus sires to be part of their bull battery, this adage rings true, and the array of available tools grows larger and applies Angusspecific data.

Sorting through options and harnessing these tools — especially those that can work double duty — in a way that makes financial and practical sense is what can be the most challenging.

Selecting a tool

Larry Bush, a seasoned veterinarian of Kingman, Kan., calves 150 cows. As the cattle industry rebuilds, he says, he believes it is important

breeding modern cattle and utilizing tools and programs that enhance a herd's value.

"You have to be able to tell your potential customers everything you can about your cattle," Bush says. "You need to be able to tell them what you really have, and you have to tell them sire names. You need to tell them where they came from. If you have carcass results, you have to let people know that."

Bush has used AngusLinkSM programs and health claims like VAC 34+ to give more information to his potential buyers. His recent Genetic Merit ScorecardSM (GMS) has been particularly attractive, with his cattle enrolled in 2023 earning a

Beef Score of 156, a Feedlot Score of 139 and a Grid Score of 157. This earned the set of calves the *Targeting the Brand* $^{\text{TM}}$ logo.

His numbers and the premiums that have followed give evidence his strategies work, and, he says, he enjoys working with clients of his veterinary practice to help them shorten their calving window or consider tools that can help them make genetic progress.

"The more things that we can do to upgrade the value of our cattle — and even in a small herd — makes a difference," Bush says.

Put to the test

Jimmy Taylor of the Taylor Ranch,



"The buyers that want to buy high-quality cattle that are going to qualify on the grid know what sire lines do. They know what the numbers (on the Genetic Merit Scorecard) mean that you're doing."

ANGUSLINK"
GENETIC
MERIT
SCORECARD**

BEEF SCORE

156

Larry Bush

FEEDLOT SCORE

139

GRID SCORE

157



Cheyenne, Okla., says he also believes in the power of information. In contrast to Bush, the Taylor Ranch primarily retains ownership of its calves and has a larger herd size.

"When I first got started, I had to buy outside heifers to bring in, but I'll end up with less than half those making the cut here over a longer period of time," Taylor says. "I have a lot better luck with the ones I raise, since they go through this process of being tested with GeneMax® Advantage™ and using those numbers to move forward with my cow herd. They come a lot closer to matching what I need in a cow."

For more than a decade, Bush and Taylor have both used GeneMax genomic tests as a key fixture in their breeding strategies. The current product, GeneMax Advantage, includes individual trait reporting for specific maternal, feedlot and carcass traits. The product is for use in commercial Angus replacement females (75% Angus or greater), and results include economic indexes, which can help inform culling and breeding decisions.

Bush also uses it as a marketing strategy to get the most out of his investment and to help give buyers more information about his cattle's genetic merit.

"I started with GeneMax back

when I started wanting to sell on Superior [Livestock Auction] with 60 steers to put a basis on what my steers were," he says. "I thought I had pretty good cattle; but, when you're going on Superior in July, when they're selling 300,000 and you have 60, you have to do something to set them apart. So that's what started me with the GeneMax, doing the DNA testing."

Crunching the numbers

Whether using GeneMax Advantage or another benchmarking product, a producer must decide how they want to put their herd's results to use. Even when tools offer industry averages, producers still need to make herd-based decisions, too.

A simple, but important, application might be parentage, Bush suggests.

"All of the cows in my herd right now, except the one, have been GeneMax-tested," he says. "Since I AI (artificially inseminate) everything and dump bulls in a day later, it's nice to make sure that I'm really identifying [the correct] sires, too."

Despite operating two differentsized herds, they've both used GeneMax Advantage as a benchmarking tool.

"I use it as a breeding tool, where I'm hearing others may use it as a

culling tool," Taylor says. "The further you get into it, I think people will realize that it is more of a breeding tool, because as each calf crop comes along, you've kind of taken care of some of those areas that you used to cull on, and they're maybe not right where you want them, but they're close enough that you can cure that with the right bull."

Taylor has established a set of in-house parameters with targets for individual traits. He started with his heifers born in 2012, and has continued to test since then.

Comparing the averages for his females born in 2012 with females born in 2018, he has improved his marbling score by 24% and increased ribeye area by 22% on the test's scale. At the same time, he has decreased the average score for the fat thickness trait across his cow herd.

"We retain ownership through the feedlot and sell on a grid, so number of Primes are very important to us because we get bonuses," Taylor said. "We're also keeping replacement heifers, so we've got to check all the boxes going across [maternal and terminal traits]. If we were just concerned about Primes, it would be a lot easier."

Dave Seibert, retired area livestock specialist with the University of

Illinois Extension, has a similar trait-by-trait approach to analyzing genetic merit information. After 42 years with Extension, he transitioned to advising several farms in his home state. One has tested 348 head with GeneMax Advantage since 2020.

"As we rebuild the U.S. cow herd, this provides data for marketing replacement females with known genetic value," Seibert says. "Very few commercial heifers are sold with this type of information. With the current price (if buying) and value (if raising) of replacement heifers, one must have the best information available, because it is a big investment that must stay in the herd for several years."

The premiums a producer might earn could pay for the testing costs for all of a herd's heifers, he adds.

As an advisor, Seibert uses GeneMax Advantage test data, expected progeny difference (EPD) data when available and any other objective measures he can get his hands on to evaluate breeding selections. He calls the process "precision mating."

"[GeneMax
Advantage] identifies
the strengths and
weaknesses of traits in one's herd,"
Seibert says. "I feel it's equally as
important to study the individual
traits to see where selection pressure
should be applied."

Return on investment

Seibert sees this investment of time to be worthwhile whether a producer is purchasing herd bulls or primarily using AI.

"I definitely have to see a video of that bull," Seibert says of his sire evaluation and selection process. "I want to see him walk, and he has to at least kind of fulfill certain

> requirements there. But then from there, hey, it's 90%-95% data-driven if he meets my requirements physically, or phenotypically."

Seibert says the data also help him compare the herds he works with to the U.S. national herd.

"If you need help in certain traits as compared to the U.S. herd, without this type of information, type of evaluation, you have no idea where your herd stands as

"I have [GeneMax Advantage data] on two herds, and it is remarkable how much change can be made. Most importantly, the positive change has been genomic-verified."

Dave Seibert

compared to others," Seibert says. "It's a baseline."

Taylor and Seibert, both self-proclaimed spreadsheet gurus, agree that higher numbers are not always better as they look across traits. For traits like maternal milk and fat thickness, they identify a range they want individuals to fall within. Seibert says he establishes a range for yearling height and mature weight, as well.

"It is always said that there is not enough information available on feeder calves," Seibert says. "I have [GeneMax Advantage data] on two herds, and it is remarkable how much change can be made. Most importantly, the positive change has been genomic-verified."

With all this data — whether neatly organized in a spreadsheet or swirling around with a few key figures singled out — it is what a producer does with it that can move the balance on herd performance and on sale day.

"If somebody has bought your calves before, they know what they're going to do," Bush says. "The buyers that want to buy high-quality cattle that are going to qualify on the grid know what sire lines do. They know what the numbers (on the Genetic Merit Scorecard) mean that you're doing. So, you just have to do everything you can to set your cattle apart from the commodity cattle."

Concludes Bush, "I'm not saying commodity cattle are a bad thing, but that's the average cattle out there." ABB

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July 18 - 19

Editor's note: Sarah Kocher is a communications specialist for the American Angus Association.





To everyone who made our 2024 sale a great success, we appreciate your support and belief in our program! We look forward to seeing you again on

December 13, 2025

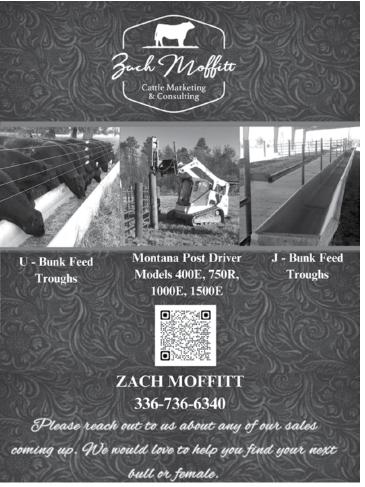
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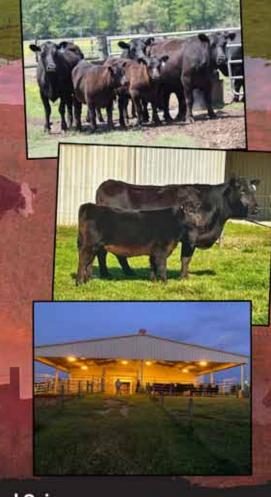
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