

American Angus Association

The Business Breed

A BREED WITH A STORY

The American Angus Association, located in the heart of America — St. Joseph, Mo. — and the Angus breed tell a story with rich history; a history of high-quality beef and production efficiency preferred by producers and consumers.

The first Angus cattle, originally named Aberdeen-Angus, were brought from Scotland to the United States in 1873 by George Grant, who established an agricultural development near Victoria, Kan. Those recorded in the early Scottish Angus herdbooks can be linked to all purebred Angus cattle in the world today.

The American Aberdeen-Angus Breeders' Association was founded in Chicago, Ill., on November 21, 1883 with 60 members. The name shortened to the American Angus Association in the 1950s. In the first century of operation, more than 10 million head were recorded. The Association today records more cattle than any other beef breed association; making it the largest beef breed registry association in the world.

THE RIGHT PRICE

Prices paid for registered Angus cattle vary and depend on many things including: performance records and expected progeny differences (EPDs); bloodlines in the pedigree; physical appearance; age of animal, and whether or not she is bred; showing success; and current cattle prices.

To get an idea of what Angus cattle are worth, consult your regional manager or a trusted cattle producer and attend several Angus sales to study the various offerings.

Always keep in mind your goals and make a list of the traits you want your cattle to have, ranking them from the most important to the least. A list of desired traits should include structural soundness; specific EPDs; and femininity or muscling depending on the sex; and many more characteristics specific to your goals.

Before buying from a producer, check your list, look at their health program to make sure they are up-to-date, and check for accurate identification.

PURCHASING YOUR ANGUS ANIMAL IS THE FIRST STEP IN A LONG PROCESS OF DECISIONS THAT WILL IMPACT THE FUTURE OF YOUR HERD.

REVIEWING YOUR BUDGET

Each year thousands of commercial cattle producers purchase Angus cattle for the superior qualities they're known for, specifically their production, maternal and carcass traits.

Purchasing your Angus animal is the first step in a long process of decisions that will impact the future of your herd. Before purchasing, define your goals and know the responsibilities that come with this new endeavor. Although this may be a youth project, raising cattle is usually a family effort. Discuss your project and future with family and friends.

While reviewing your plans consider the financial requirements and required resources. This may include pasture, feed, water supply, a cattle pen and possibly showing equipment. If your budget is limited, look into purchasing a bred heifer rather than a weaned heifer calf, which requires two years of feed and care before any return to your investment.

CHECK THE FACTS

Once you have purchased your registered Angus heifer, make sure the seller has the correct information to transfer the animal, including your name, address and Association member code. The seller will then use this information to transfer ownership through the Association. Below is a checklist of items to look at when you receive paperwork.

CHECK THE PAPERS

- Is your name and address correctly listed?
- Does the tattoo listed match that of the one in your animal's ear?
- Is the issue date correct?
- Is the breeding information listed?

ACCURATE RECORD KEEPING

Being a livestock producer means constant education to keep up with an ever-changing industry. An easy way to stay up to date with industry trends is to take advantage of the Association's resources.

Successful Angus breeders may utilize Angus Herd Improvement Records (AHIR®) to compare a multitude of traits among a herd, including growth, production and carcass information. AHIR also makes identifying superior cattle easier, serves as a marketing tool and adds information to the Angus breed as a whole.

Performance records allow producers to more easily identify which genetics will aid in efficiently directing their herds in the right direction.

THE IMPORTANCE OF EPDS

The next step to gear your herd's direction is to review expected progeny differences (EPDs). EPDs are estimates of an individual's genetic transmitting ability in a particular trait compared to the entire Angus breed. Several EPDs are available and are broken into three categories — production, maternal and carcass, which are then divided into 20 specific traits. Below is an example of EPDs found in a weekly *Sire Evaluation Report* provided through the Association.

Producers often concentrate on different EPD values specific to their herd needs, while using multi-trait selection strategies, which have historically provided the best long-term results.

Each EPD has two numbers; the top number expresses how a sire's offspring is expected to perform compared to all other progeny in the database. The bottom number is an accuracy value from 0 to .99. The closer the number is to 1, the more reliable the prediction. Both values are derived from performance records, pedigree information and genomic data collected through AHIR.

THE ANGUS BRAND

Sire selection is also important from a feedlot aspect since certain sires produce a higher quality end product. The American Angus Association was the first beef breed to identify the quality of its product and market it to the consuming public. Certified Angus Beef (CAB) was developed in 1978, and, today, CAB is spanning the globe as the largest branded-beef program in the world.

Before a carcass qualifies as a *Certified Angus Beef* product, it must meet certain specifications. This is where sire selection comes into effect as certain sires bring forth better carcass traits and terminal value than others.

Live animals must be at least 51% black-headed or enrolled in AngusSource®. The carcass must meet the following specifications:

1. Modest or higher marbling.
2. Medium or fine marbling texture.
3. Only the youngest classification of product qualifies as "A" maturity.
4. 10- to 16-square-inch ribeye area.
5. Less than 1,000-pound hot carcass weight.
6. Less than 1-inch fat thickness.
7. Superior muscling.
8. Practically free of capillary ruptures.
9. No dark cutters.
10. No neck hump exceeding 2 inches.

Production							Maternal							
CED	BW	WW	YW	RADG	YH	SC	Doc	HP	CEM	Milk	MkH	MW	MH	SEN
Acc	Acc	Acc	ACC	Acc	Acc	Acc	Acc	Acc	Acc	Acc	MkD	Acc	Acc	
+2	+5.6	+30	+56	+.13	+.6	5	-7	+13.5	+7	+27	1335	+20	+.2	+4.74
.90	.97	.96	.95	.52	.92	.92	.70	.58	.91	.95	3485	.89	.89	
Carcass														
CW		Marb		Re		Fat		Carc Grp		Usnd Grp				
Acc		Acc		Acc		Acc		Carc Pg		Usnd Pg				
+.14		+.26		+.25		+.003		19		309				
.83		.84		.84		.84		197		531				
\$Values														
\$W		\$F		\$G		\$QG		\$YG		\$B				
+15.78		+4.60		+22.28		+16.21		+6.07		+40.43				