



*Cow Chips*  
*November/December 2011*

## Fiscal year brings profits to Angus producers

Angus producers experienced economic growth in fiscal year (FY) 2011 despite a volatile agriculture industry.

“The Angus breed has the ability to efficiently produce high-quality beef and to consistently garner more value at sale time,” says Bryce Schumann, American Angus Association® chief executive officer (CEO). “This makes Angus the breed of choice for cattlemen across the United States.”

Bull sale averages increased nearly 26.6% above last year, and overall sale averages increased 20.8%.

Angus members registered 294,975 animals in FY 2011, which ended Sept. 30. Embryo transfers accounted for 10.3% of registrations, and more than 51% of calves were a result of artificial insemination (A.I.). Of total registrations, more than 96,000, or 32.7%, were stored electronically in 2011.

Certified Angus Beef LLC (CAB) achieved its fifth consecutive sales record in 2011, totaling 807 million pounds — an increase of almost 4% over 2010’s previous record 777 million pounds. In fact, demand for the Certified Angus Beef® brand has risen 56% since 2002, according to Kansas State University research.

All CAB sectors, including food service and retail, saw increases. Two divisions set records, with international selling 90 million pounds for a 13% increase, and value-added products with a 12.5% increase to 18.5 million pounds.

Approximately 14.8 million head, 63% of U.S. finished cattle, were identified for evaluation. That was down slightly along with overall cattle supplies, but those certified for the Association-owned brand were slightly higher than last year’s 3.5 million head. The overall increase in available supply for the record sales is partly due to acceptance rate edging higher to 24%, its highest level since 1987.

AngusSource® — a USDA Process Verified Program (PVP) that documents source, group age and a minimum of 50% Angus genetics — enrolled 142,281 head in FY 2011, increasing the number enrolled by 1.4% and bringing total enrollments to more than 670,000 head since the program was initiated as a PVP in 2005.

Gateway, a second-tier verification program documenting source and group age, saw a 62.8% increase in enrollments, with 31,345 head enrolled in FY 2011.

### GAA Banquet set for January

The GAA Board of Directors invite you to be a part of the 2012 GAA Annual Meeting and Banquet set for January 28 at The Classic Center in Athens, Ga. In addition to fun and fellowship, the GAA will be announcing 2012 officers and directors, presenting the Member of the Year Award, crowning new Georgia royalty and announcing inductees into the Georgia Honorary Angus Hall of Fame. Registration to the banquet will be available in the January/February 2012 issue of *Cow Chips*.

## AAA announces top ten Georgia Breeders

The 10 producers who registered the most Angus beef cattle in the state of Georgia recorded a total of 2153 Angus with the American Angus Association® during fiscal year 2011, which ended Sept. 30, according to Bryce Schumann, CEO of the American Angus Association.

The 10 top recorders in Georgia are: The Graham Co, Albany, 571-head; Dan & Mia Beckham, Woodbury, 261; John Morgan, Mystic, 256; Bricton Farm, Social Circle, 213; Pine Ridge Farms, Omega, 165-head; Timms Creek Plantation, Butler, 161; Blake W Callaway, Rayle, 152; Ogeechee Angus Farm, Wadley, 138; Bridges Angus Farm LLC, Lexington, 119-head; W J M Farms, Luthersville, 117.

Angus breeders across the nation in 2011 registered 294,975 head of Angus cattle. “Our year-end statistics continue to demonstrate strong demand for Angus genetics and solidify our long-held position as a leader in the beef cattle industry,” Schumann said. “These results underscore our members’ commitment to providing genetic solutions to the beef cattle industry.”

Officers and Directors of the GAA wish you a Happy Thanksgiving, Merry Christmas and Safe New Year!





## Officers & Directors

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Larry Bramblett  
Hartwell, GA

### VICE PRESIDENT

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Andrew McPeake  
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Melvin Porter  
Jefferson, GA

Roland Starnes  
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Chris Throne  
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Chris Wallace  
Social Circle, GA

David Williams  
Bishop, GA

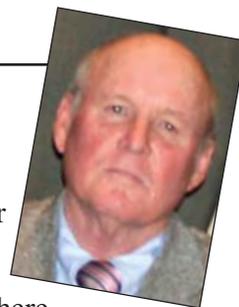
Doug Williams  
Milan, GA

For more information on  
GAA activities, contact:

Christy Page, *Executive Secretary*  
638 Lake Crest Drive  
Jefferson, GA 30549  
Phone & Fax: 706/387-0656  
info@georgiaangus.org  
www.georgiaangus.org

## Letter from your President

### Greetings!



Well we have completed a good many fall festivals and junior shows, and we are experiencing a beautiful fall in North Georgia. Now we are tracking down the back side. Hopefully we can ease into winter and come out the other end with high cattle prices. There is nothing on the horizon that I can see to dampen my enthusiasm. Bull Power had a very good sale. The Yon Sale was very good. The bull and female sales for the balance of November and December should go well. Then it will be time for everyone to grab their seats for the winter and spring female sales. It is going to take off. The Angus cow has no equal and she proved it again. Angus registrations for 2011 were greater than all other breeds combined.

Given this positive environment, it is time for all Georgia Angus Association members to give serious thought to consigning lots to the Georgia Beef Expo Sale. Field work on this sale will begin soon. The consignments must be wrapped up in December. If someone calls, I hope you will respond in a positive way. If you have cattle to consign and you do not get a call, please contact me.

Christy and others are currently preparing for our annual meeting and banquet. If she asks, give her a hand. Also, volunteer for a committee assignment at our annual meeting. It is one thing to be asked or nominated for a titled position. It is another to go out and get a job done, especially one that does not carry a title. Those are the people I want leading the Georgia Angus Association.

The American Angus Association Annual Meeting recently took place and Georgia was well represented. I enjoyed the trip and attending the North American Livestock Exposition.

This fall has been tough for some of our members with their losses of friends, and family members - you know who they are. Also, others are confronting medical problems. Please keep all of them in your thoughts and prayers.

I hope the season upon us will be enriching for you.

Sincerely,

*Larry Bramblett*

## Congratulations

- GJAA member Cain Thurmond, Jefferson, who was elected as the National FFA Southern Region Vice President for 2011-2012. The election took place during the National FFA Convention in Indianapolis, Ind., October 22, 2011
- Carly Watt, Iva, S.C., for exhibiting the grand champion female at the 2011 Southeast Empire Livestock Angus Show, Sept. 16 in Lawrenceville, Ga. Gibson Priest, Cartersville, Ga., won reserve grand champion honoros. Christa Royster, Dacula, Ga., exhibited the grand champion bull.

### Do you want to advertise in the GAA Cow Chips?

Advertising space is available in the January/February Cow Chips:

#### Advertising Rates:

Full Page - \$100    1/2 Page - \$75    1/4 Page - \$50    Business Card - \$25

**NEW: Classified Ads Free for GAA and GJAA Members. Send 25 words or less and contact information**

**Advertising Deadline: December 20, 2011  
Submit all ads to info@georgiaangus.org**

# Georgia junior leads NJAA

This past summer, Georgia Junior Angus Association (GJAA) member Clay Williams was elected Chairman of the National Junior Angus Association (NJAA) Board of Directors. This election was taken place during the 2011 National Junior Angus Show (NJAS) in Pennsylvania.

Clay has been an active member of the GJAA and NJAA and showed his first Angus heifer at the NJAS in 2004. He has served as President of the GJAA and was first elected to the NJAA Board of Directors in 2010 where he began a two-year term.

As Chairman, Clay's responsibilities are to lead NJAA Board meetings, and oversee committee actions as well as, keep by-laws and regulations up-to-date.

"The one thing I would like to accomplish as chairman is something that we as a board are trying to accomplish: Green Coats Coast to Coast," says Clay. This is a program that would allow board members to be more involved and helpful with state associations.

Clay estimated that he will have visited nearly 10 states and events by the time his two-year term on the board has ended.

"I wanted to be on the board to return what I saw from the boards before me. I always looked up to the

boards greatly as a junior, therefore, I wanted to be able to assist and contribute to the current juniors and the association, Clay said. "I've been told before to give more than you take and hopefully I am doing that."

While serving on the NJAA Board, Clay is also an active student at the University of Georgia. Clay says juggling the board and school was difficult in his first year, but he has a more manageable and flexible schedule now, so his travels do not hinder his education as long as he plans in advance.

Clay's advise to fellow NJAA members is "Don't be afraid to get involved in an association, whether you want a leadership role or not. Either way you will gain so much from it. Also, don't be afraid to ask me for something and I'll do my best to help you with whatever you need."

Congratulations Clay on this incredible honor!



## Certified Angus Beef ® brand records high marks

Certified Angus Beef LLC, for the fifth consecutive year, reported record sales for its signature brand of beef, with nine out of 12 months in fiscal 2011 hitting new heights. Efforts by the brand's licensed partners led to sales totaling 807 million pounds, an increase of almost 4% over 2010's previous record 777 million pounds.

The Certified Angus Beef ® brand's sustained growth, particularly during a period of significant economic downturns and rising costs across all segments of the industry, shows its value to consumers and producers, said company president John Stika.

"The brand's growth represents a wave of momentum that took more than 30 years to build," said Stika. The success, he added, is a function of both demand and supply of the high-quality Angus beef.

Increased demand is not only proven by sales success, but also documented by new research from Kansas State University that shows since 2002, demand for the Certified Angus Beef ® brand has risen 56%, while demand for commodity Choice beef rose 20%.

The rebounding economy meant more customers were dining out at the brand's nearly 8,000 licensed restaurants, leading to a 11% increase in foodservice division sales, totaling 250 million pounds. While new distribution was added in 2011, partners with more than two years of sales saw increases over 8%, indicating sustained growth in the sector.

Demand among the brand's 5,900 licensed retailers remained strong, with the division posting sales of more than 395 million pounds – 49% of the total. Retail partners that featured the brand in circulars and

implemented sales promotions found strong profit opportunities despite rising costs.

Licensed partners outside the United States also found growth opportunities with the brand, and netted record international sales of 90 million pounds – a 13% increase over last year. Canada and Mexico represented the strongest foreign markets.

Demand continued to grow for high-quality convenience and fully-cooked items. Sales of branded value-added products also set a sales record of 18.5 million pounds. Popular new offerings included cooked, frozen sliced steak for fajitas, and meatloaf sliders.

Positive trends were also apparent on the supply side. Quality-minded ranchers continued to respond to meet the market's needs, ramping up their efforts to reach the brand's target. The result: a dominance of Angus genetics in the U.S. herd, an acceptance rate that at 24% is the highest in 24 years, and more than 3.5 million head of cattle meeting the brand's high standards.

Nearly 16,000 businesses partner with the Certified Angus Beef ® brand in the United States and 42 other countries, generating an estimated \$4 billion in consumer sales annually.

## Get Well Soon

- Sending get well wishes and prayers to Cory Watt, Iva, S.C., and David Gazda, Athens, Ga., and their families as they deal with some health issues.



*30th Anniversary*

# BRAMBLETT ANGUS *Bull & Female Sale*

Saturday - **December 3, 2011** - 12:00 NOON at the farm



1752 - This "004" son sells.



SAV Plaintiff 0459 - Females carrying the service of our junior herdsire SAV Plaintiff sell Dec. 3rd.



SAV Momentum 9274 - This high selling Net Worth son of the 2010 SAV sale calls Bramblett/Britt Angus home. His valuable service sells.

## *Selling 100 Lots*

50+ Performance Tested Bulls  
50+ Registered & Commercial Angus Females

- Balanced trait bulls with ability to sire calves that wean heavy, finish early, and possess phenotypes are easy to sell.
- *"The Black Angus cow has no equal."*  
Whether in a commercial or seedstock operation, she adds value. Selling fall & spring calvers.

**- Sires Represented:**

SAV Pioneer 7301, Garret's Nationwide 8001, SAV 8180 Traveler 004, GAR Predestined, Sitz Upward 307R, SAV Net Worth 4200, SAV Bismarck 5682, Connealy Lead On and SAV Brilliance 8077.

- Bulls are products of AI and Embryo Transfer programs.
- Bulls have been developed on a high protein, high fiber diet.
- Bulls are **READY TO GO TO WORK!**

### *Participating Programs:*

*Blue Q  
Britt Angus  
Cedar Creek  
Elrod Farm  
Saxon Farm*

*\*BRAMBLETT ANGUS was a proud stop for the 2011 AAA Conference and Tour!\**

## BRAMBLETT ANGUS

The Bramblett Family - 2339 Almar Road - Elberton, GA 30635

For a sale book & additional information contact: Larry Bramblett 706-654-8272 or John Bramblett 706-340-2537



## 2012 Nominations for GAA Directors

The nominating committee of the Georgia Angus Association has made the following nominations for board of directors to serve a two-year term from January 2012 to January 2014:

Trey Davis, *Doerun*  
Brian Federspiel, *Hartwell*  
Fred Gretsches Jr., *Crawford*  
John Jarrell, *Butler*

Smitty Lamb, *Tifton*  
Mike McCravy, *Bowdon*  
Andrew McPeake, *Arnoldsville*  
Melvin Porter, *Jefferson*

Tim Royster, *Dacula*  
Roland Starnes, *Molena*  
Doug Williams, *Milan*

The following directors still have one year remaining on their term:

Larry Bramblett, *Hartwell*  
Randy Daniel, *Colbert*  
Carolyn Gazda, *Athens*

Mike Jones, *West Point*  
Harvey Lemmon, *Woodbury*  
Chris Throne, *Lexington*

Chris Wallace, *Social Circle*  
David Williams, *Bishop*

If you wish, you can nominate someone other than the people listed above. Their name will be placed on the ballot along with the candidates nominated by the nominating committee.

I nominate \_\_\_\_\_ for a board member to the Georgia Angus Association.

## Nominations for the 2011 Georgia Angus Association Member of the Year

**Eligibility:** Any member (individual, family or farm) in good standing of the Georgia Angus Association that has displayed outstanding qualities throughout 2011 including leadership, service, commitment and Angus ambassadorship.

I nominate \_\_\_\_\_ for the 2011 GAA Member of the Year.

*Any nomination made without a signature will not be valid.*

\_\_\_\_\_  
Signature

**Return no later than December 20, 2011 to:  
Georgia Angus Association  
638 Lake Crest Dr.  
Jefferson, GA 30549**



GAA seeking nominations for the  
Georgia Beef Industry Convention & Expo  
Southeastern Angus Showcase Sale  
Friday, April 6, 2012  
Georgia National Fairgrounds - Perry, GA

**Requirements for Participation**

1. Each consignor must be a member in good standing of the Georgia Angus Association and Georgia Cattleman's Association.
2. Priority on consignments: 3 in 1 packages (cow with a newborn calf at side or cow soon to calve along with yearling heifer); and cow with weaning age heifer calf at side. Cows with bull calves and excellent quality bred or open heifers will also be accepted. No single bulls may be consigned. It is strongly suggested that cows be A.I. sired with A.I. calves by side.
3. Maximum age on cows is 7-years-old.
4. Heifers born prior to October 1, 2010 must be examined safe in calf.
5. Cows with calves by side born prior to January 1, 2012 must be rebred and examined safe in calf if time permits.
6. Frozen embryos and pregnant recipients from very select matings of superior quality and a limited amount of rare semen will be accepted at the discretion of the committee.
7. Cattle will be screened prior to the sale - usually in January. Consignors will be notified of the screening schedule prior to any visits.
8. Selection of cattle will be based on type and depth of pedigree. Quality, performance and EPDs will be the number one priority.
9. Cattle may be exhibited penned or haltered. Cattle may be fitted as desired.
10. Original Registration certificates must be signed and turned over to the Georgia Angus Association, if selected for the sale, before sale date.
11. To secure your space in the sale, a nomination fee of \$100 per lot is required for the sale. This fee will go towards the consignor's sale expenses. Please send check payable to the GAA with nomination form.

**For more information, contact sale chairmen:  
John Jarrell at 478/862-3861 or Mike McCravy at 770/328-2047, or  
GAA Executive Secretary Christy Page at info@georgiaangus.org or 770/307-7178.**

**Nomination Form**

\*\*Limited space is allowed. Please get your entries in on time.

Farm/Ranch Name \_\_\_\_\_ Contact Person \_\_\_\_\_  
Address \_\_\_\_\_  
City, State Zip \_\_\_\_\_  
Home # \_\_\_\_\_ Work # \_\_\_\_\_ Cell # \_\_\_\_\_  
E-mail \_\_\_\_\_

Please consider the following number of consignments:

\_\_\_ Cow/Calf Pairs    \_\_\_ Bred Heifers    \_\_\_ Open Heifers    \_\_\_ Semen/Preg./Embryo

Animal Name \_\_\_\_\_ Reg. No. \_\_\_\_\_  
D.O.B. \_\_\_\_\_ Sex \_\_\_\_\_ Tattoo \_\_\_\_\_  
Breeding Info \_\_\_\_\_ Service Sire Reg. No. \_\_\_\_\_

If calf at side, either include calf's Reg. No. or registration info including name, birthdate, sex, tattoo and sire's Reg. No. \_\_\_\_\_

*\*Please make duplicate copies of entry form for each additional entry.*

**Return no later than Friday, December 16, 2011 with check for \$100 per lot to:  
Georgia Angus Association • Attn: Christy Page  
638 Lake Crest Dr. • Jefferson, GA 30549**

## Scholarships and internships available to junior Angus members

The Georgia Cattlemen's Association and Foundation will award scholarships to deserving GJCA members in 2012. For more information, visit [www.gabeef.org/gjca/gcascholarship.html](http://www.gabeef.org/gjca/gcascholarship.html). Keep in mind the GCA Foundation Scholarships have one application due Nov. 30 and the Wax Company, LLC. has an additional application and essay due Dec. 31 to the below address.

Investing in the next generation of agriculture leaders is what will keep the industry strong. The American Angus Association® and its entities announce four, paid internships and two scholarship programs for college students. Available internships offer students experience in the industry and the chance to gain real-world working knowledge — a must-have in today's competitive market. Scholarship programs, established

by the Angus Foundation and Certified Angus Beef LLC (CAB), reward undergraduate and graduate students who are passionate about beef and the Angus brand.

For information about the American Angus Association Junior Activities Department internship, contact Robin Ruff at 816-383-5100 or [rruff@angus.org](mailto:rruff@angus.org). For information about the American Angus Association Communications and Public Relations Department, contact Jena Thompson at 816-383-5100 or [jthompson@angus.org](mailto:jthompson@angus.org). For more information about the Angus Productions Inc. internship, contact Shauna Hermel at 816-383-5270 or [shermel@angusjournal.com](mailto:shermel@angusjournal.com).

Certified Angus Beef LLC (CAB) offers internships for college juniors and seniors pursuing degrees in agricultural journalism, communications or animal science. For more information contact Steve Suther, CAB director of industry information, at 785-889-4162 or [ssuther@certifiedangusbeef.com](mailto:ssuther@certifiedangusbeef.com).

The Angus Foundation offers general scholarships to students pursuing undergraduate and graduate degrees in higher education. Visit [www.angusfoundation.org](http://www.angusfoundation.org) for more information.

CAB's Colvin Scholarship Fund will award six scholarships in 2012 totaling \$20,000. For more information, contact Trudi Hoyle at [thoyle@certifiedangusbeef.com](mailto:thoyle@certifiedangusbeef.com).

## Champions named at Georgia National Fair



P&M Lady Tina X131 won grand champion female at the 2011 Georgia National Fair Junior Angus Show, Oct. 8 in Perry, Ga. Logan Steed, Carrollton, Ga., owns the November 2010 daughter of P&M Freedom 7104. Joel Judge, San Luis Obispo, Calif., evaluated the 55 entries.



Dogwood Jilt X07 won reserve grand champion female. Zachary Lynn, Dacula, Ga., owns the October 2010 daughter of S A V Net Worth 4200.

## Sympathy

Jessyca Garrett Reems, 25, of Gillsville, GA died Monday, Oct. 31, 2011 in a Nashville, TN hospital. She was a native of Hall County, GA, but had lived in Clay County for most of her life. She was a 2008 graduate from the University of North Carolina at Chapel Hill receiving a bachelor's degree in English. She was a member of the Hayesville First United Methodist Church where she had been active and served as a Sunday School teacher. She was an honorary chairperson for Relay for Life in Banks County, GA and elected first vice-president of the Georgia Angus Auxiliary.

Jessy is survived by her husband, William Reems. Memorials can be made in memory of Jessyca Garrett Reems to the Minnie Pearl Foundation, 310 25th Ave. North, Suite # 103, Nashville, TN 37203.

## Sale Report

- Bull Power - 19 Bulls Grossed \$43,000 and Averaged \$2,263.
- Lemmon Cattle Enterprises Okeechobee Bull Sale - 64 Bulls Grossed \$190,900 and Averaged \$2,982.
- Yon Family Farms - 215 Lots Grossed \$684,450 and Averaged \$3,183.

## Georgia Angus Association

638 Lake Crest Drive

Jefferson, GA 30549

Return Service Requested

## Calendar of Events

### December 2011

- 2 Davis Farms Mature Cow Herd Dispersion and PT Bull Sale - Doerun
- 3 Bramblett Bull & Commercial Female Sale - Elberton
- 7 UGA-CPES "Share the Legacy" Angus Female Sale - Irwinville
- 9 Calhoun PT Bull Sale - Calhoun

### January 2012

- 21 Bricton Farms Bull Sale - Social Circle
- 28 GAA Annual Meeting & Banquet - Athens

### GAA in search of new Angus royalty

The GAA will crown two ambassadors for the state association on January 28 during the GAA Banquet. Miss Georgia Angus is eligible to those young ladies between the ages of 15 and 21, and Georgia Angus Princess is eligible to those young ladies between the ages of 9 and 14, as of January 1, 2012. These young ladies must be a member of the Georgia Junior Angus Association and their parents must be a members of the GAA.

The role of Miss Georgia Angus and Georgia Angus Princess is to promote Angus cattle and Angus activities, and to represent the state Angus association. These ambassadors should represent the GAA and the Angus breed by attending shows, field days, banquets, meetings, etc., at their own expense.

If you are interested in serving as Miss Georgia Angus or Georgia Angus Princess, please contact Whitney Chitty Smith, queens committee chairperson, no later than January 15, 2012 at 229-891-1308 or whit.smith.1987@gmail.com

This is a great opportunity for junior Angus members to get involved!

**KENSINGTON**  
Cattle Company



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Woodbury, GA 30293  
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Roland Starnes, *Managing Partner*  
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*Producing Quality Angus Cattle,  
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**CHRIS PHILLIPS**  
RANCH MANAGER

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HAMPTON, GA 30228

**(770) 597-8007**

[CPHILLIPS@ACRESAWAYANGUS.COM](mailto:CPHILLIPS@ACRESAWAYANGUS.COM)