



Cow Chips
November/December 2013

130 years strong, Angus reports progress in FY13 Year-end data points to technology advancements, sustaining growth for the Angus breed

The American Angus Association® reports another solid year for those who raise and benefit from Angus cattle. During the organization's 130-year history, demand for high-quality beef has never been stronger, and genetic selection technology is more comprehensive than ever before.

Certified Angus Beef LLC (CAB) announced a seventh consecutive record sales year with one of the largest gains since the program began in 1978, and Angus Genetics Inc. (AGI) reports more cattlemen are rapidly adopting high-density genomic trait tests.

Most importantly, optimism is rising as cattlemen begin rebuilding their herds.

"The cattle business has faced some challenging times during recent years, but the industry is poised for growth and our producers are equipped to rebuild the nation's herd with leading Angus genetics," says Bryce Schumann, Association chief executive officer. "Our members' dedication to quality genetics and their ability to build the most reliable database in the cattle business has kept the Angus breed strong."

The Association's fiscal year (FY) 2013 ended Sept. 30, with members registering nearly 289,000 animals. Individual states that topped the list for Angus registrations were Montana, Nebraska, South Dakota, Texas and Oklahoma, respectively.

Year-end data also show that Angus breeders grossed more than \$265 million in reported sales from Oct. 1, 2012, to Sept. 30, 2013. Angus bull sales averaged \$4,398 per head, while Angus female sales averaged \$3,589 per head in reported sales; a rise of about 6%.

Incorporating new technology

Angus breeders submit thousands of records every day to the Association headquarters in Saint Joseph, Mo. The information is added to the organization's growing database, which currently houses records on approximately 20 million animals on its servers. That computing power

comprises the largest single-breed beef cattle database in the world and allows for the weekly release of expected progeny differences (EPDs) — a capability that facilitates more rapid and accurate herd improvement.

Genomic information is quickly becoming a significant component of the Association's performance data. Thanks to its subsidiary Angus Genetics Inc. (AGI), record numbers of Angus cattle have been tested using high-density genomic trait tests. In fact, results are now included in evaluations for more than 40,000 animals.

The uptake in this technology provides Angus breeders the opportunity to better characterize herd genetics and make dependable breed improvements. AGI processes DNA samples used for parentage verification, genetic condition testing and the development of genomic-enhanced EPDs. In FY13, AGI processed more than 100,000 DNA samples.

"The past year has been a monumental one in terms of strengthening genomic data for the Angus breed," says Bill Bowman, AGI president and Association chief operating officer. "Research collaboration, improved technology and a growing number of test results have allowed for a more streamlined approach to EPD computation and the information we are able to provide breeders."

Producers are using advanced technology to access that information through their smartphones or mobile devices. Angus Mobile, a free app available to anyone with an interest in Angus cattle, provides access to AAA Login and other important Association services.

With more than 16,000 downloads, the application allows producers to submit herd records at the touch of a button, right from their barn or pasture.

"We're always looking for ways to increase convenience for members," Schumann says. "And we will continue to improve record-keeping systems and available technology for producers."

Promoting the breed

The increased use of technology also pertains to the Association's efforts to promote the business breed. The organization added another vehicle to its suite of communications tools in FY13 – Angus Talk radio. The 30-minute program airs on SiriusXM Satellite Radio at 11 a.m. EST (10 a.m. CST) every Saturday morning, exclusively on RURAL RADIO, Channel 80. Angus Talk is hosted by Doug Medlock, the voice of I Am Angus®, and features timely discussion and commentary on the issues

————— *continued on page 4*

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





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For more information on
GAA activities, contact:

Christy Page, *Executive Secretary*
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info@georgiaangus.org
www.georgiaangus.org

Letter from your President



Greetings!

I hope this finds you doing well! Your association has been very busy the last couple of months. We had a very good Fall Seminar at ABAC in September with a lineup of top speakers, trade show booths and excellent attendance. It was a very educational and fun time. If you were not able to make it, you missed one of the better events that we have put on lately, I would like to express my appreciation to those that attended and especially to the sponsors that helped with their support. Without their help it would not have been possible. Also, thanks to the staff at ABAC for all of your help and assistance in allowing us to use your facility for the event. Last but not least thank you to the committee for putting it all together and making it work.

I would like to thank the committee members that helped out with our booth at the Sunbelt Expo. With the large crowds, this was very good exposure for our association.

The fall sale season is well underway and almost over. Reports have been very good! Sales have been strong with lots of enthusiasm, We should be proud that Angus are leading the way.

Start thinking about your consignments now for our annual sale at the Beef Expo. We are starting to gather these now and with sales as strong as they are, we should be gearing up for a really good sale this year. It takes your help, we need those good consignments. Help us out and send one.

Lastly, start making plans now to attend our annual meeting and banquet set for Saturday, January 25, 2014 at The Classic Center in Athens. This is always a fun event to reflect on the past year, get motivated about the coming year and to enjoy Angus fellowship.

Thanks to everyone for supporting Georgia Angus!

Mike McCravy

Get Well Wishes

- David Gazda, Gazda Cattle Co., Athens, who is continuing treatments and traveling to MD Anderson Cancer Center in Houston, TX.

Congratulations

- Chad and Whitney (Chitty) Smith on the arrival of their first child. Halle Jane was born August 26, 2013. She weighed 7 lbs. 7 oz. Proud grandparents are GAA members Brent and Stephanie City. Whitney is a former GJAA member and is a current member of the Georgia Angus Auxiliary.

Do you want to advertise in the GAA Cow Chips?

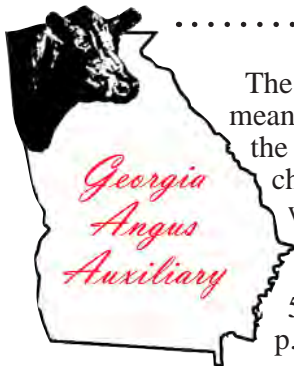
Advertising space is available in the January/February Cow Chips:

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, 2013
Submit all ads to info@georgiaangus.org**



The holidays are upon us and that means it's time to start thinking about the GAA banquet. The Auxiliary is changing things up this year. We will have our annual meeting in conjunction with the banquet on January 25, 2014. We'll meet at 5:00 p.m. and conclude by 6:00 p.m. so everyone can enjoy the social hour.

I'd like to encourage all the ladies to attend the meeting as we will be electing officers. The Nominating Committee will be working to establish a slate of nominees for the positions of president, vice president and secretary/treasurer. If you are interested in serving, please contact the committee Chair Julie Throne (throneja@hotmail.com or 706-302-2546).



Tanya Eidson, President

AI training offered

The ABS Global AI Management School offers students the opportunity to learn AI techniques and herd management under skilled supervision. The curriculum includes Anatomy and Reproduction; Reproduction and Fertility; Heat Detection; Nutrition; Principles of Genetics and Sire Selection; Herd Management Success; Semen Placement; and Insemination Practice. Also, Synchronization of Beef Cattle and Planned Breeding of Dairy Heifers will be introduced. This is a comprehensive course consisting of 24 hours of instruction: 14 hours in the classroom and 10 hours in lab working with cattle.

REGISTRATION FEE: \$350 for Adults and \$300 for College and High School Students. This covers the cost of supplies and practice cows used at the school. This program is limited to 15 students in order to insure as much one-to-one help during practice as possible. Therefore, registrations will be accepted on a first-come, first-serve basis. We offer a \$50 discount on the 2nd or 3rd attendee from the same family or farm operation.

This session will take place January 18-20, 2014 at Northeast Georgia Livestock. Contact: Allen Southard (678) 617-2945 by January 3, 2014.

**NEW ADDRESS FOR GAA
2681 Gum Springs Church Rd.
Jefferson, GA 30549**

God Bless,

Tanya Eidson

GAA in search of new Angus royalty

The GAA will crown two ambassadors for the state association on January 25 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, 2014. 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 Carolyn Gazda, queens committee chairperson, no later than January 15, 2014 at 706-540-2222 or gazdacattleco@bellsouth.net. This is a great opportunity for junior Angus members to get involved

Sympathy

- Ralph Goss Bridges passed away on November 5, 2013, at his home in the Salem Community, Lexington, Georgia. Ralph was the son of the late Walter and Rosa Chafin Bridges. He is survived by his wife of 62 years, Margaret Sanders Bridges; and his children: Steve (Glenda), daughter-in-law, Debbie Hopkins Bridges, Iris Walker (Barry), John Mark (Tricia), Walter (Maria), and David (Gloria); and 22 grandchildren; and 12 great-grandchildren. He was preceded in death by his parents, son Terry Alan Bridges Sr., and four brothers and five sisters: Walter Everett Bridges, Louis Harris Bridges, William Chafin "Jake" Bridges, Charles Cecil Bridges, Florrie Elizabeth Paul, Rosa Lee Bridges, Eleanor Louise Bridges, Jonell "Nell" Gillespie, and Emily Ann Saye. Ralph was a member and a deacon of the Salem Baptist Church. He served Oglethorpe county in several capacities of farm and cattle organization. He was a Director of the American Angus Association from 1988-1990, President of the Georgia Angus Association from 1989-1990, President of the Georgia Cattlemen's Association in 1992, President of the American Angus Association in 1996, Past President of the Oglethorpe County Cattlemen's Association and Georgia Farm Bureau, and Chairman of the Board of First Commerce Bank. He was an avid Angus Cattle breeder & turkey farmer. He was the owner of Bridges Angus Farms for over 50 years. Mr. Bridges always said he had a great life and truly enjoyed the ride. His church, family, and cattle were his joy.

GAA Board Minutes

The GAA board of directors met via conference call on October 7, 2013. The following highlights the information discussed.

The GAA Board of Directors reported on various committees. First, the Banquet Committee reported the banquet was set for Saturday, January 25, 2014 at The Classic Center in Athens. Committee chair Christy Page asked for any suggestions on guest speakers or a specific program. It was decided to have neither.

Next, the Honorary/Hall of Fame Award Committee discussed several nominations for this award. It was decided to send out an electronic ballot to the board to award two awards in 2014.

The Membership/Angus Promotions reported on the

recent Fall Seminar. President Mike McCravy thanked the committee for their efforts on this event. It was a great event with a tremendous set of speakers, vendors and participation. The committee asked for volunteers to assist with the Angus booth during the Sunbelt Ag Expo.

Last, the Georgia Beef Expo Committee sought support from the board gathering nominations and promoting the next sale.

In New Business, the board voted to split a booth with the American Angus Association at the Georgia Young Farmers Convention in January 2014.

Progress FY2013, continued from page 1

that matter most to cattle producers.

Angus television programs The Angus Report and I Am Angus continue to reach a growing audience, to the tune of about 5 million this year, thanks to viewers on RFD-TV and YouTube.

Angus Journal also continued its efforts to provide the most comprehensive Angus industry news online, launching Angus Journal Digital and allowing the full edition of the Association's flagship publication to reach electronic subscribers two weeks earlier.

True to tradition, printed publications remain a staple in the cattle business. In FY13, Angus Productions Inc. produced nearly 400 sale catalogs for producers throughout the country.

Capping off the fiscal year for the Angus Journal, the Angus Beef Bulletin EXTRA was deemed the livestock industry's No. 1 newsletter (print or electronic) in the Livestock Publications Council Critique Contest. Among other wins, the Angus Journal's event coverage site for the Beef Improvement Federation (BIF) symposium was named the livestock industry's No. 1 website.

Meanwhile, producers also generated more funds for advancing the breed through the Angus Foundation, the Association's non-profit affiliate dedicated to advancing education, youth and research initiatives important to the long-term viability of the cattle business. The organization reports a record year in revenues, which exceeded \$2 million for the first time.

Generous donors and allied industry friends are to thank for the funds that will go toward advancing the Angus Foundation's mission. In FY13 alone, the Angus Foundation awarded more than \$225,000 in undergraduate and graduate student scholarships.

Supplying the brand

Success for the Angus breed continued through the supply chain in FY13. Certified Angus Beef LLC (CAB) achieved its seventh consecutive sales record, totaling 865 million pounds. That's up 54 million pounds from last year, one of the largest year-to-year gains in the branded beef program's history. In August, nearing the close of FY13,

the Certified Angus Beef® brand sold 83 million pounds of product in a single month — a first for the brand.

Also promising is the fact that a record number of black-hided cattle have been accepted into the Certified Angus Beef® brand. During FY13, CAB reported a 24.2% acceptance rate for cattle entering the processing plant: "We have never in the history of this program seen an acceptance rate of 24.2%," says CAB Senior Vice President Brent Eichar. "That's the result of producers using the tools and good genetics available to them to make breeding decisions."

Eichar also notes resources such as the GeneMax™ DNA test that predicts marbling and gain, and AngusSource® Genetic that adds value to Angus-sired calves, both aid in the pursuit of supplying more CAB-branded cattle.

With these market trends, Angus producers — especially those focused on quality — are positioned to benefit from growing interest in Angus genetics from commercial cattlemen and growing consumer interest in the brand.

"These are exciting times to be in the cattle business, specifically, the Angus business," Schumann says. "We're looking forward to seeing what 2014 brings."

To learn more about the Association's year-end highlights, visit www.ANGUS.org in the coming weeks to access the 2013 Annual Report or episodes of The Angus Report.

Sale Report

- Bull Power - Averaged \$3750
- Yon Family Farms - 209 Lots Grossed \$937,050 and Averaged \$4,483
- Black Grove & Friends - 54 Lots Grossed \$172,850 and Averaged \$3,200
- Lemmon Cattle Enterprises - 83 Bulls Grossed \$379,300 and Averaged \$4,569
- Gretsch Bros./Acres Away - 70 Lots Grossed \$210,300 and Averaged \$3,004

BRAMBLETT ANGUS

PERFORMANCE TESTED BULL SALE WITH SELECT BLACK ANGUS FEMALES

OVER 100 HEAD SELL AT THE FARM DECEMBER 7, 2013 NOON

SAV MOMENTUM



Perhaps the most complete bull in the Angus Breed

This year In Barry Cronic's commercial herd 50 Momentum sired calves had an average wean weight of 70 pounds more than other sire groups. 70 lbs x \$1.50 per calf equals \$105.00 per calf increase in profit. Cronic is retaining all the heifers from this group.

Sires represented in the sale: SAV Momentum, SAV Plaintiff, Connealy Consensus, Coleman Regis, SAV Bismarck, SAV Iron Mountain and Summitcrest Complete.

Guest bull consigners include: Blue Q, Elrod and Tolbert, Pruitt Angus and Rolling Acres.

Bramblett Angus is the place to be on December 7, 2013 if you need more muscle expression, larger hips, square hips, deep bodied, structurally correct sire prospects that will add both pounds and balance.



Full and half brother Momentum sons like this will sell.



This October 2012 daughter of Momentum, bred in the Elrod & Tolbert program, was recently crowned 2013 Georgia National Fair Champion Overall Heifer.

76 commercial Angus open heifers, bred heifers, and first calf pairs, and 10 registered Angus females will sell!

Visitors are welcome to come and view the bulls anytime between now and Dec. 7.

BA BRAMBLETT
ANGUS

Larry, Virginia, John and Laura Bramblett
2339 Almar Rd., Elberton, GA 30635
Larry cell: 706-654-8272 / John cell: 706-340-2537
706-654-8272 / lbangus@hotmail.com



2014 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 2014 to January 2016:

Clay Bussell, *Social Circle*
Fred Gretsch, *Crawford*
Jason Johns, *Rockmart*
John Lovin, *Lexington*

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

Jan Scott, *Douglas*
Doug Williams, *Milan*

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

Randy Daniel, *Colbert*
Carolyn Gazda, *Athens*
Kyle Gillooly, *Wadley*

Mike Jones, *West Point*
Harvey Lemmon, *Woodbury*

Phil Page, *Winder*
Clint Smith, *Wadley*

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 2013 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 2013 including leadership, service, commitment and Angus ambassadorship.

I nominate _____ for the 2013 GAA Member of the Year.

Any nomination made without a signature will not be valid.

Signature

**Return no later than December 20, 2013 to:
Georgia Angus Association
2681 Gum Springs Church Rd
Jefferson, GA 30549**



GAA seeking nominations for the Georgia Beef Industry
Convention & Expo Southeastern Angus Showcase Sale
Friday, April 4, 2014
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, 2012 must be examined safe in calf.
5. Cows with calves by side born prior to January 1, 2014 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:
Mike McCravy at 770/328-2047 and Phil Page at 770/616-6232, or
GAA Executive Secretary Christy Page at info@georgiaangus.org or 770/307-7178
Sale managed by American Angus Hall of Fame**

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, January 3, 2014 with check for \$100 per lot to:
Georgia Angus Association • Attn: Christy Page
2681 Gum Springs Church Rd. • Jefferson, GA 30549**

Georgia Angus Association
2681 Gum Springs Church Rd.
Jefferson, GA 30549

Return Service Requested

Calendar of Events

December 2013

- 6 Calhoun PT Bull Sale - Calhoun, GA
- 7 Bramblett Angus Bull & Commercial Female Sale - Elberton, GA

January 2014

- 4 Bricton Farms Bull Sale - Social Circle, GA
- 25 Georgia Angus Ass'n Annual Meeting & Banquet Athens, GA
- 25 Gretsch Bros. Bull & Commercial Female Sale - Colbert, GA

February 2014

- 1 Turnpike Creek Farms - Milan, GA
- 15 Yon Family Farms Bull Sale - Ridge Spring, SC
- 19-22 Georgia Jr. Nat'l Livestock Show - Perry, GA

March 2014

- 5 Tifton PT Bull Sale - Tifton, GA
- 24 MM Cattle Co. Online Angus Heifer Sale - Bowdon, GA
- 29 Smith Angus Farm - Wadley, GA



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