

Hard Earned Results

by Clint Berry, RAAA Communications/Member Services Director

In spite of the challenges cattlemen are facing in today's beef market, from escalating land values, \$4 diesel fuel and nearly \$6 corn, it's encouraging to see the increased acceptance and/or preference of Red Angus genetics working its way into the breeding programs of commercial cattlemen across the country.

After years of disciplined breeding focused on producing superior quality cattle that have the ability to excel in every stage of the beef production cycle and a commitment to remain centered upon our customers profitability by developing EPD's based on economically relevant traits

(ERT's), Red Angus seedstock producers are realizing the results they have worked so hard to achieve.

As we near the end of the 2008 spring bull sale season, even an outside observer would have to call the overall results a success. Perhaps even a record setting year in terms of the increased number of Red Angus bulls transferred to commercial customers and the strong sale averages received by seedstock producers. Perhaps the most encouraging factor is the success of newly established Red Angus sales. The ability to market Red Angus bulls into new areas or areas that are not dominated by a current Red Angus program is a strong indication of the demand that Red Angus is experiencing. This is a



testament to the ability of Red Angus genetics to fulfill the various needs demanded by our customer, the commercial cow/calf producer.

These results can be attributed to both the dedicated breeders of Red Angus genetics who produce both a consistent and improving genetic

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package, as well as the traits expressed by Red Angus that allow commercial cattlemen to remain profitable. These same seedstock producers are willing to stand behind their product and assist their customers in receiving available premiums for the calves produced through the use of these genetics. Red Angus's unique ability to perform from pasture to plate and to do so year after year is the key to acceptance by today's demanding beef producers.

Concentrating on producing genetics based on reproduction, growth, maintenance and carcass, the principal of ERT's, allows seedstock producers to remain focused on the cornerstones that make up the foundation for success for their customers. Breeding cattle by the principal of ERT's also produces the well rounded females that identify the Red Angus breed. Truly the "no holes" breed, Red Angus cattle are efficient, fertile, adaptable to various environments, possess the ability to uniform a crossbred calf crop, express great maternal instincts, are widely accepted for their calving ease while sought out for their ability to add additional pounds to the calves, and add valuable superior carcass traits to the offspring being marketed.

The disciplined breeding by Red Angus seedstock producers and their commitment to their customers, coupled with the promotion of the profitable traits exhibited by Red Angus, is the key to this successful sale season. My congratulations go out to both the seedstock producers breeding the superior Red Angus cattle and the commercial customers purchasing the genetics to use in their cow/calf operations. A large thank you to all who are utilizing Red Angus in their programs; your investment in superior genetics will help keep your program profitable. **Your recognition of the qualities Red Angus brings to the beef industry is greatly appreciated. ■**