

163 Entries Compete For Top Spots

ST. JOSEPH, Mo. — Angus breeders from across the nation displayed 163 entries at the 47th Annual American Angus Breeders' Futurity at the Kentucky Fair and Exposition Center in Louisville, Ky. Judge Charlie Boyd II and associate judge Charles Boyd Sr., both of Mays Lick, Ky., evaluated the cattle on August 1-2.

Mengs Miss Skymere 78B was named the show's supreme champion. She earned the grand champion female award on her way to the title. She is a January 1992 daughter of Leachman Prompter and was shown by Will Meng, Bowling Green, Ky. The entry first topped the senior division.

Reserve grand champion female honors were presented to W C C Blackcap C9. The January 1993 daughter of S S Traveler 6T6 was also chosen early junior champion. The owners of this reserve champion are Twin Valley Farms, Prattville, Ala., and Wilson Cattle Company, Cloverdale, Ind.

Topping the bull entries was Whitestone Fly Traveler 3006. He is a January 1993 son of Hoff Hi Flyer S C 7134 and was first named early junior champion. The entry is jointly owned by Whitestone Farm, Aldie, Va.; Bonner Farms, Flintville, Tenn.; and New Zealand Syndicate, Aldie, Va.

CAF Beau Max 7782 earned the reserve grand champion bull title. The senior champion is owned by Conley Angus Farm, Clarksdale, Mo.; Sam and Sharon Brown, Lena, Miss.; and Mrs. Douglass Campbell, Groton, Mass. He is a January 1992 son of R&J Maxima.

The show is one of four Super Point Roll of Victory (ROV) Angus Shows the American Angus Association sponsors each year.

A complete list of winners follows:

HEIFERS (113 Shown)

Junior Heifer Calf Champion: Waldeck EF Forever Lady 9407, Exhibitor Waldeck Farm, Crestwood, KY.

Reserve Junior Heifer Calf Champion: Deer Creek Rita 15D, Exhibitor Wesley Womack, Pembroke, KY.

Senior Heifer Calf Champion: Champion Hill Lady Stone 731, Exhibitor Neenah Hill, Bidwell, OH.

Reserve Senior Heifer Calf Champion: Champion Hill Jestress 740, Exhibitor J Bar J Ranch, Norwich, OH.

Late Intermediate Champion Heifer: Womacks Favorite, Exhibitor Wesley Womack, Pembroke, KY.

Reserve Late Intermediate Champion Heifer: Highland Prairie Lady 14, Exhibitor Suzanne Uhey, Perrysville, IN.

Early Intermediate Champion Heifer: Cherry Knoll Blackmaid C8, Exhibitor Cherry Knoll Farm Inc., West Grove, PA.

Reserve Early Intermediate Champion Heifer: Davis Skymere 9312, Exhibitor Anne Nicole Davis, Springfield, KY.

Late Junior Champion Heifer: Champion Hill Sara 656, Exhibitor Wesley Womack, Pembroke, KY.

Reserve Late Junior Champion Heifer: Champion Hill Rosetta Stone, Exhibitor Neenah Hill, Bidwell, OH.

Early Junior Champion Heifer: W C C Blackcap C9, Exhibitor Twin Valley Farms, Prattville, AL, & Wilson Cattle Company, Cloverdale, IN.

Reserve Early Junior Champion Heifer: W C C Rito Lass 133, Exhibitor, Wallace Cattle Company, Leeton, MO.

Senior Champion Female Mengs Miss Skymere 78B, Exhibitor Will Meng, Bowling Green, KY.

Reserve Senior Champion Female: Sedgwicks Erica 6412, Exhibitor Chad Ward, Palmyra, WI.

Grand Champion Female: Mengs Miss Skymere 78B, Exhibitor Will Meng, Bowling Green, KY.

Reserve Grand Champion Female: W C C Blackcap C9, Exhibitor Twin Valley Farms, Prattville, AL, & Wilson Cattle Company, Cloverdale, IN.

BULLS (41 Shown)

Junior Bull Calf Champion: Lemmon Foundation 2184, Exhibitor Jonathan Lemmon, Woodbury, GA.

Reserve Junior Bull Calf Champion: Obsidian Division, Exhibitor Fred Thohmas, Meeteetse, WY, & Weber Livestock Company, Dousman, WI.

Senior Bull Calf Champion: J Bar J Altima, Exhibitor J Bar J Ranch, Norwich, OH.

Reserve Senior Bull Calf Champion: Champion Hill Stone Impact, Exhibitor Sarah Hill, Bidwell, OH.

Intermediate Champion Bull: S A V Popular Trend 2675, Exhibitor Whitestone Farm, Aldie, VA; Schaffs Angus Valley, St. Anthony, ND; & 21st Century Genetics, Shawano, WI.

Reserve Intermediate Champion Bull: Bootheel Mid Western, Exhibitor Joseph Hendley, Bloomfield, MO.

Late Junior Champion Bull: Dameron West Point, Exhibitor Julie Dameron, Lexington, IL; Galls Angus Farm, Odell, IL; & David Duzan, Lexington, IL.

Reserve Late Junior Champion Bull: Champion Hill Trail Boss, Exhibitor Schaffs Angus Ranch, St. Anthony, ND; Champion Hill, Bidwell, OH; & Trail Boss Breeders, Bidwell, OH.

Early Junior Champion Bull: Whitestone Fly Traveler 3006, Exhibitor White stone Farm, Aldie, VA; Bonner Farms, Flintville, TN; New Zealand Syndicate, Aldie, VA.

Reserve Early Junior Champion Bull S A Executive, Exhibitor Wilson Cattle Company, Cloverdale, IN; William & Barbara Rishel, North Platte, NE; & Ken Caryl Cattle Company, Red Lodge, MT.

Senior Champion Bull: CAF Beau Max 7782, Exhibitor Conley Angus Farm, Clarksdale, MO; Sam & Sharon Brown, Lena, MS; & Mrs. Douglas Campbell, Groton, MA.

Reserve Senior Champion Bull: Sedgwicks Interest, Exhibitor T S Farms, Holdrege, NE, & McCurry Brothers, Sedgwick, KS.

Grand Champion Bull: Whitestone Fly Traveler 3006, Exhibitor Whitestone Farm, Aldie, VA; Bonner Farms, Flintville, TN; New Zealand Syndicate, Aldie, VA.

Reserve Grand Champion Bull: CAF Beau Max 7782, Exhibitor Conley Angus Farm, Clarksdale, MO; Sam & Sharon Brown, Lena, MS; & Mrs. Douglas Campbell, Groton, MA.

COW-CALF PAIRS (9 Shown)
Grand Champion Cow with Natural Calf: Waldeck Katinka 9216, Exhibi-



Whitestone Fly Traveler 3006 was named grand champion bull at the 1994 American Angus Breeders' Futurity Roll of Victory (ROV) Super Point Show in Louisville, Ky. He is jointly owned by Whitestone Farm, Aldie, Va.; Bonner Farms, Flintville, Tenn.; and New Zealand Syndicate, Aldie, Va. This early junior champion is a January 1993 son of Hoff Hi Flyer S C 7134. Charlie Boyd II served as the lead judge for the show, and Charles Boyd Sr., both of Mays Lick, Ky., was the associate judge.

tor Waldeck Farm, Crestwood, KY.

Grand Champion Cow with Embryo Calf: Oneills Delia 660, Exhibitor Circle A Ranch, Iberia, MO.

Reserve Grand Champion Cow with Embryo Calf: S V F Forever Lady 1120, Exhibitor Three Rivers Angus Farm, Roanoke, IN; Eaglestone Farm, Carlisle, KY; & Waldeck Farm, Crestwood, KY.

SUPREME CHAMPION: Mengs Miss Skymere 78B, Exhibitor Will Meng, Bowling Green, KY.

Grand Champion Udder: Waldeck Miss Blackbird 9205, Exhibitor Eaglestone Farm, Carlisle, KY, & Waldeck Farm, Crestwood, KY.

Reserve Grand Champion Udder: Oneills Delia 660, Exhibitor Circle A Ranch, Iberia, MO.

Premier Sire Award: Century Touchstone 131.

Get-of-Sire: TC Dividend 963, Exhibitor McCurry Brothers, Sedgwick, KS.

Junior Get-of-Sire: Century Touchstone 131, Exhibitor Champion Hill,

Bidwell, OH, & Womack Angus, Pembroke, KY.

Calf Get-of-Sire: Century Touchstone 131, Exhibitor Champion Hill, Bidwell, OH, & J Bar J Ranch, Norwich, OH.

Best Six Head: McCurry Brothers, Sedgwick, KS.

Produce of Dam: Rito 139 Ideal 4167, Exhibitor Meng Angus Farm, Bowling Green, KY.

McCorkle Challenge Trophy (best bull and female owned or co-owned by the exhibitor): Lemmon Cattle Enterprises, Woodbury, GA, & Whitestone Farm, Aldie, VA.

Outstanding Herdsman's Award (Robert L. Asher Memorial Trophy): Mike Jones, Womack Angus, Pembroke, KY.

Master Breeder of the Year: Newbill Miller, Ginger Hill Farm, Washington, VA.

Premier Exhibitor: Waldeck Farm, Crestwood, KY.

Manager of the Year: Mark Akin, Circle A Ranch, Iberia, MO.

PERFORMASHOW '94

Three judges scored the entries on both physical appearance and genetic merit — Doug Frank, DeForest, WI; Ken Hartzel, Shawano, WI; & Mike Hall, San Luis Obispo, CA.

HEIFERS

Grand Champion Female: Trzos Rally Lass T145, Exhibitor Kentucky Department of Corrections, Frankfort, KY.

Reserve Grand Champion Female: Sedgwicks Erica 6412, Exhibitor Chad Ward, Palmyra, WI.

BULLS

Grand Champion Bull: Whitestone Fly Traveler 3006, Exhibitor Bonner Farms, Flintville, TN; Whitestone Farm, Aldie, VA; & New Zealand Syndicate, Aldie, VA.

Reserve Grand Champion Bull: Sedgwicks Interest, Exhibitor T S Farms, Holdrege, NE, & McCurry Brothers, Sedgwick, KS.

Urges Meat Industry To Focus On Consumers

CHICAGO, Ill. — If you were the head of marketing for the meat industry, which of the following strategies should you choose as your blueprint for success?

Should you embrace Strategy A and strive to serve almost all consumers, be very opportunistic, hate to lose a sale, design products to serve multiple consumers, and strive to find new markets for existing products?

Or, should you embrace Strategy B and serve only those consumers who fit with industry capabilities, intentionally ignore other consumers, pursue only a few growth opportunities, develop new products only for existing customers, and give consumers what they want, but no more?

If you chose Strategy A, you'd be in the company of many top executives. As more than 500 meat industry leaders attending Demand Strategies here recently found out, however, the mass-market appeal of Strategy A is the wrong choice.

"In today's world, there is no such thing as a mass market," according to Stephen Burnett, professor of strategic management at Northwestern University J.L. Kellogg Graduate School of Management. "Consumers are segmented into diverse groups, and their needs and wants are different. So a focused, single strategy designed to serve all customers is doomed."

Instead, Burnett urged marketers to take what he called the "S-

T-P" approach. First, cluster groups of customers into strategically significant segments ("S"). Then target ("T") these segments and develop unique strategies for each one. Finally, plan ("P") an integrated marketing approach that truly serves each segment's needs.

Burnett says the first step — segmentation — is the easiest. Simply compile appropriate demographic information, such as age, social class, income or lifestyle choice, until you have a large, strategically significant group that can be targeted profitably. "Today, buyer behavior is used a lot in segmentation," Burnett said, "because what matters most is not so much who those customers are, but why they buy."

The next step — targeting the strategically significant group — is not as easy. "The natural tendency is to target the most attractive customers," Burnett said. "But remember — your competitors are doing the same thing, which means you'll have to compete on price and that's not so attractive. You have to define a group that you are really able to serve."

Once a group is targeted, it's time to plan the integrated marketing strategy, and Burnett used real-life successes and failures to illustrate consumer-driven marketing strategies.

A few years ago, Burnett said, the Gerber Products Company, the

baby food maker, became concerned about declining birth rates. In an effort to expand its product base, it developed a new product that targeted adults who lived alone, a growing category with a wide age group. The result: a single-serving meal from a jar called 'Singles by Gerber.'

"The first lessons in the S-T-P model are to segment and target — and Gerber did that," Burnett said. "But it failed to fully consider another critical concept: looking at your product through the eyes of your consumer. Despite the company's reputation for quality, consumers simply couldn't shake the notion that Gerber was a baby food company."

"Then along came 'Lean Cuisine' from Stouffer, a product targeting the same market, and it hit. 'Lean' is considered 'healthy';

if you're going to eat alone, 'cuisine' sounds better than 'single'; and consumers equate frozen with freshness. Stouffer and consumers hooked up."

Burnett concluded his presentation by urging every member of the meat industry — from producers to retailers — to make every decision with the consumer in mind. "You must realize that what you think of your product doesn't matter," Burnett said. "What matters is what the customer thinks. Great marketers learn how the customer thinks and feels, and they base every action, every decision, on that knowledge."

Demand Strategies is an annual look at the latest meat consumer market research. Demand Strategies is sponsored by the National Live Stock and Meat Board.

