

Online Beef Record Service Helps Commercial Cattle Producers

ST. JOSEPH, Mo. — The American Angus Association has the solution for those cattle producers who are looking for a way to capitalize on today's information-driven, value-based marketing system: the Beef Record Service (BRS).

BRS provides a system for commercial producers to keep performance records on their animals, regardless of breed composition. These records can be used as valuable decision-making tools to enhance ranchers' profitability.

Once producers submit their data, it is then converted into more comparative numbers according to Standardized Performance Analysis (SPA) guidelines. This information can help producers make selection decisions on their cowherd, while it supplies information to help market the calf progeny as steers and replacement heifers.

Continued enhancements of the BRS program include BRS Online, which makes data more accessible to its users. Now, BRS Online users can submit a variety

of information online at www.angusbrs.com, including sire and dam enrollment, sire group enrollment, breeding, weaning and yearling weights, and feedlot and carcass information.

The online service allows the commercial cattle producers access to their information 24 hours a day, seven days a week. In addition to submitting information online, the producer can view his or her data, and create reports that help track a herds' performance.

The data can also be downloaded into personal software applications already used on his or her personal computer.

"These continued enhance-

ments give the cattle producers the ability to view and sort data within 24 hours of submission of data to the American Angus Association and its industry-leading one-day processing time," says Matt Perrier, assistant director of the commercial relations department.

"We are constantly working to make additions and improvements to this dynamic Association program."

The BRS program provides a tool for serious producers who wish to link the end product to the producing factory by identifying genetics that work in their operation.

By using individual animal identification (either electronic ID tags or traditional methods), comprehensive report forms, and reports generated by the American Angus Association to evaluate and compare the data, cattle producers can characterize their commercial cowherds, and have a higher-quality, more marketable product for their customer.

There is no fee to enroll in BRS; however, a \$2 per head fee is charged for each weaning weight submitted.

For more information about BRS, contact the American Angus Association's commercial relations department at (816) 383-5100 or log onto www.angusbrs.com.

Dairy Workshop Planned

CHAMBERSBURG (Franklin Co.) — Dairy managers are encouraged to enroll in a unique workshop opportunity for dairy operations.

On Oct. 23-24, Dr. Tom Fuhrman will be presenting a two-day DairyWorks management seminar in Chambersburg. The workshop will be conducted at the Quality Inn in Chambersburg from approximately 9:30 a.m. to 4 p.m. on Oct. 23-24. The Quality Inn is located just off Rt. 81 and the telephone number is (717) 263-3400.

Fuhrman has consulted with dairy businesses throughout the U.S. and around the world to help them reach new levels of organization and performance. The DairyWorks seminar is designed to help managers organize their businesses and employees for optimum productivity and efficiency.

Several areas of emphasis are covered in DairyWorks, including building teamwork, developing systems in the dairy operation, establishing objectives for each management team, organizing work, and recording and monitoring the results achieved by each team. As dairy managers have more hired employees on

their farms, the need to develop repeatable, systematic approaches to farm responsibilities increases. This program will help managers develop a blueprint for how the dairy should be organized and provide guidelines on how to train and implement the program with employees.

Because of the generous support of several industry sponsors, we are able to offer a reduced fee to a limited number of participants. The reduced fee is \$450 per person and includes materials, breaks, and lunches. Evening meals and hotel accommodations are on your own.

After the available reduced seats are filled, individuals can still register at the full rate of \$825. Make checks payable to Extension Service Special Fund (ESSF) and send to Penn State Cooperative Extension, 112 Pleasant Acres Road York, PA 17402-9041. For questions about registration, contact Tim Beck at (717) 840-7408 or e-mail tbeck@psu.edu.

For more information, visit www.dairyworks.com to learn more about the program, or contact Tim Beck for a brochure with more details.

Angus GeneNet Coordinator To Speak At Beef Producers' Meeting

SHAMOKIN DAM (Snyder Co.) — Penn State Extension in the central Susquehanna Valley is sponsoring an educational meeting for beef producers.

The meeting will be Monday, Sept. 17 at 6-9 p.m. at Hoss's Family Steak and Sea House in Shamokin Dam. The meeting will begin with dinner ordered from the menu at your own expense.

The featured speaker will be Ron VanderBoon from Angus GeneNet, Inc. VanderBoon is based in Michigan and is the Eastern coordinator for that organization.

Angus GeneNet is a marketing alliance whose main goal is to get beef producers top dollar for calves, feeders, and finished cattle. VanderBoon will speak on marketing commercial cattle in the 21st century.

Other speakers at the meeting will include Bob Livingston, manager of South Branch Farms in York. Livingston will speak on

improving beef carcass quality through genetic selection.

Dr. David Wolfgang, PSU veterinary science, will speak on practical measures that beef producers can take to implement biosecurity.

Please call Dave Hartman at (570) 784-6660 to make your reservation for the meeting. For your convenience, you may call

after business hours and leave your reservation request with your name and phone number on the answering machine.

If you anticipate needing any type of accommodation or have questions about the physical access provided, please call David Hartman at (570) 784-6660 in advance of your participation or visit.

2002 Pa. Angus Queen Contest

NEW HOLLAND (Lancaster Co.) — The Pennsylvania Angus Auxiliary is once again extending the opportunity to become the Pennsylvania Angus Queen to all eligible young ladies.

Candidates must be between the ages of 15-21 and an active member of the Pennsylvania Junior Angus Association to participate in the queen contest.

The applications for the contest will be mailed on or before Nov. 1. The entry deadline is Dec. 15.

All queen candidates will be interviewed on Saturday of Farm Show and will need to attend the annual banquet conducted on Sunday, Jan. 6, 2002.

Candidates should contact Barb Weaver to purchase a ticket. If you have questions, please contact Jill Bucks at (717) 533-6674.

A special invitation is extended to all ladies who may not be interested in serving as queen, but who would like to serve as a member of the queen's "court."

Members can play an important role as a princess or sweetheart and are encouraged to submit applications for these positions. Any questions about these rewarding and fun opportunities should be directed to Jill Bucks.

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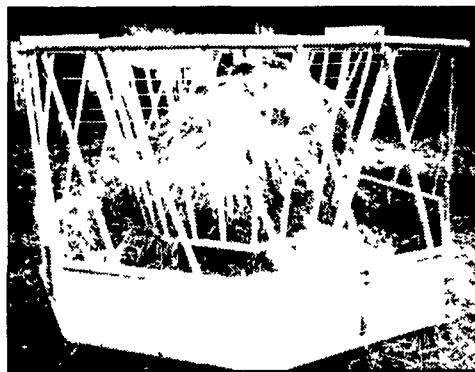
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