PENNSYLVANIA ANGUS ASSOCIATION

CELEBRATING OVER 78 YEARS AS AN ASSOCIATION

Newsletter

Winter Edition

December 2022

2022 PA ANGUS ASSOCIATION OFFICERS AND DIRECTORS

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Message From Our President

Dear PA Angus Members,

Holiday Greetings from all of us here at Valley Meadow Farm! The reality of winter has started to set in as most of the green grass has disappeared and the hay feeding season is upon us. The 2022 growing season was good to many of us and we can be thankful for the bountiful harvest we have been blessed with. I hope that your fall weaning and pregnancy checks went well, and you were able to take advantage of some strong cattle prices heading into fall and winter. It was great to see several of our association members host successful sales this fall, many of you do a great job marketing your cattle whether it be private treaty, online, or consignment sales.

The quality of Angus cattle in the state of PA is something we should be very proud of! When I hear judges and industry professionals say they are surprised or amazed that our state produces such good quality cattle, it makes me think we need to do a better job of promoting the angus breed and our association members in 2023! I know several of you have bulls entered in the 2022/2023 PA Bull Test, I wish you the best with those entries and look forward to stopping by to see them over the next several months. We are again planning to host the PA Angus Finest Female sale in conjunction with the PA Bull Test at the end of March. Be on the lookout for a letter from the Angus Hall of Fame that contains the nomination forms and information about participating in the sale, this correspondence should arrive before the end of December.

It was great to have such good participation and attendance at the PA Angus Breeders show this past June at the Huntingdon County Fair Grounds. I heard many positive comments about moving the annual banquet to the breeders show, I want to thank each of you for your support and encouragement to make that change. I was encouraged by the number of families that were able to attend the meal and business meeting, we must not forget that the juniors in attendance are the lifeblood and future of our organization, and it was great to have them be a part of it. Many thanks to Mike, Kenny, Steve, and their crew for providing us with great Angus hospitality and a banquet meal that was second to none!

Our Juniors are excited for the opportunity to host the 2024 Angus Eastern Regional show, this will be a great time for our kids to showcase their organizational and leadership skills! This show will be held in June of 2024 at the PA Farm Show building. As I stated before, the lifeblood of the association is our juniors, we need to offer our guidance and support to make this a great experience and successful event!

PA Farm Show is right around the corner, it is always good to catch up and see some great Angus cattle on display. Best wishes and safe travels to all of you planning to attend the show.

I hope that you all have a very Merry Christmas and Happy New Year!

Best Regards, Scott Brown



Thank You Jamie!

A special Thank You goes out to Jamie Hower Brozman for her many years of dedicated service to the PA Angus Association as our Secretary. Thank you, Jamie, we sincerely appreciate all your efforts for PA Angus breeders through the years. The following is a letter from Jamie:

Dear PA Angus Friends,

Ten years is a long time, just about a quarter of my life to be close. Oops now I spilled the beans on my age, oh well it is only a number. I want each of you to know I appreciated your love and support for those ten years. Using a clip from one of my favorite movies, "A League of their Own" where Kit says goodbye to her sister, "you are gonna miss this". I will miss the phone calls and the conversations we have held over the years. I am not going away for good so if you want to catch up you know where to find me. What I promise I will not miss are my kids 4-H events, Angus experiences, and whatever else comes our family's way. I leave you all in great hands, and as the theme song goes from the movie... Batter up, hear that call, the time has come, for Chris Jeffcoat to take the call. He is your new secretary and will do an awesome job. Please welcome Chris as you all have welcomed me. Wishing you all a very Merry Christmas and a Healthy and Happy New Year!

Cheers, Jamie Brozman



NOTICE:

If you have not sent in your 2022 – 2023 biannual dues yet, please do so as soon as possible. This will your last newsletter unless we hear from you. For questions or a renewal application, please email paangussecretary@gmail.com or call Chris Jeffcoat at 717-476-1496.

American Angus Association Announces the Ten Pennsylvania Breeders Who Registered the Most Angus

For more information contact: Holly Martin, director of communications 816-383-5143; HMartin@angus.org

The 10 producers who registered the most Angus beef cattle in the state of Pennsylvania recorded a total of 665 Angus with the American Angus Association[®] during fiscal year 2022, which ended Sept. 30, according to Mark McCully, Association chief executive officer.

The 10 top recorders in Pennsylvania are: Lorson Angus Farms, Jersey Shore; Mc Kean Bros LLC, Mercer; Beaver Creek Angus, Thomasville; Beaver Creek Farms LLC, East Berlin; Howard & Audrey Updyke, Meshoppen; Oak Hill Angus Farm, Avella; Paul A Salansky, Coal Center; Pennsylvania State Univ, University Park; West Winds Land & Cattle Co, Kimberton; Valley View Angus LLC, Shinglehouse.

Angus breeders across the nation in 2022 registered 304,822 head of Angus cattle. "Our Association members lead the industry in adopting new technology and breeding the most problem-free cattle for their customers," McCully said. "Cattlemen across the country continue to find registered Angus seedstock are the most profitable option for their herd."

The American Angus Association is the nation's largest beef breed organization, serving more than 25,000 members across the United States, Canada and several other countries. The Association provides programs and services to farmers, ranchers and others who rely on Angus to produce quality genetics for the beef industry and quality beef for consumers. For more information about Angus cattle and the Association, visit www.ANGUS.org.



2022 Officer Team PA Junior Angus Association

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Message From Your PJAA President

Dear Pennsylvania Junior Angus Association,

2023 PA Finest Female Sale

The Annual PA Finest Female Sale will be held on Friday, March 31, 2023, at the Pennsylvania Livestock Evaluation Center. This year's sale will be again held in conjunction with the Annual Bull Test Sale. We are looking to feature cows that are six years of age and younger with calves at side as well as bred heifers. Heifer I hope this fall has been treating everyone well. The juniors had a great meeting at the Keystone International Livestock Show in October. We have some very exciting things planned for the future including hosting the 2024 Eastern Regional Junior Angus Show in Harrisburg!

During the meeting we had the drawing for our meat raffle fundraiser. Our fundraiser was very successful and was organized extremely well by our chairwoman, Maddie Bowen. Thank you to all the juniors who sold tickets and to anyone who bought tickets. This fundraiser helps us to support state, regional, and national shows through sponsorships. The juniors would like to thank everyone for their continued support!

Our juniors represented Pennsylvania extremely well, as always! Kolton Grim exhibited the Grand Champion Bred and Owned Female of the KILE Junior show and Champion Senior Bull of the ROV show. Hunter Hopstetter exhibited the Reserve Champion Cow-Calf pair and Lee Sweitzer exhibited the Champion Intermediate Female of both the

calves at the side of their mothers, as well as females bred back A.I. by sale time, are ideal. They are not required to be halter broke.

Please note, the genetic defect rule of the PA Angus Association has been changed. Cattle with NON-LETHAL defects will now be accepted into the sale whether in a potential carrier or confirmed carrier status. Cattle that are junior and ROV show. Garret Wingert exhibited the Reserve Champion Intermediate Female, Rylee Stockdale exhibited the Champion Junior heifer calf, and Kinleigh Grim exhibited the Reserve Champion Senior Heifer Calf in the junior show. We would like to congratulate all these exhibitors on their success in the ring!

So far, our association has had a great year with lots of success in and out of the show ring. Our juniors have put in a tremendous amount of work and have represented Pennsylvania very well. We are looking forward to a great meeting to start 2023 at the PA Farmshow on Saturday, January 7th. I hope everyone has a great holiday season! Best of luck to those who will be attending Farmshow. Looking forward to seeing everyone!

Lydia Brown

Pennsylvania Junior Angus Association President

Potential carriers of lethal defects must be tested and be free of those defects to be admitted into the sale.

A consignment letter will be mailed from the American Angus Hal of Fame soon. If you have any questions, please feel free to contact the American Angus Hall of Fame at (816) 532-0811 or the sale chairman, Gene Trowbridge, at (570) 905-4378.



Consumer Perspectives Panel explores new avenues for Certified Angus Beef® to meet consumer expectations

Industry experts discuss ways to grow consumer trust and beef demand.

It's no secret that today's consumer expects more than ever before. A panel of beef industry experts agreed: cattlemen are already doing plenty of things right. The challenge, they said, is connecting consumers with ranchers so they are both reassured.

During the 2022 Angus Convention, beef industry experts discussed ways producers can meet rising expectations. Held Nov. 6 in Salt Lake City, Utah, the consumer perspectives panel, sponsored by Zoetis, was moderated by Nicole Erceg, Certified Angus Beef director of communications, and included Danette Amstein, Midan Marketing; Abram Babcock, Adams Land and Cattle; Jonathan Perry, Deer Valley Farms and chairman of the Certified Angus Beef board of directors; and Jessica Willingham, Sysco Foods.

"It's our job as producers to make certain that we keep that one key thing we have always had consumer confidence," Perry said. "We cannot afford to lose that."

When it comes to maintaining that confidence, marketing is everything, Amstein said, stressing the importance of providing relatable and easily understood information.

"I would caution us on the production side — we like to use big words to describe what we do," Amstein said. "As consumers have gotten further and further away from the farm and from understanding where their food comes from, that's why we need the Certified Angus Beef brand. That's why we need others in marketing to help be the conduit, the translator if you will, to the consumer."

The panel highlighted how farmers and ranchers have been prioritizing stainability for a long time and now have the opportunity to share that commitment with consumers. Panelists with experience raising cattle—Perry and Babcock agreed that if ranchers aren't sustainable, they aren't profitable.

"We boil sustainability down to, it's all about continuous improvement," Babcock said. "It's all about every day, how do we wake up and get better."

Amstein said although sustainability might make beef producers think of things like preserving water quality and grasslands, consumers are primarily focused on animal welfare. Programs like Beef Quality Assurance (BQA) help consumers feel comfortable about the beef on their dinner table.

"We [cattlemen] know we're taking care of the animal for all the right reasons," Amstein said. "But for the consumer, they want to make sure the mama cow is cared for and the calf is cared for." Willingham said it's through collaboration across the industry, from cattlemen to those in marketing and sales, that consumers will feel reassured. With combined efforts focused on transparency and openly sharing production practices, trust can flourish.

"I think sometimes it's intimidating and sometimes you worry what other people are going to think," Willingham said. "I think we've just got to partner up — we can't do it alone and we've all got to tell the story."

The panel agreed those in production agriculture have a great story to tell, but might not know what to say or how to say it. They encouraged cattlemen to take small steps towards being rewarded for things they're already doing. Opportunities like getting BQA certified or capturing metrics to illustrate efficiency and progress all describe the hard work already being done.

"From generation to generation, we've proven we can make the land produce more, we can make cattle produce more," Perry said. "We spend our time and our efforts producing it, raising it, making it great and our last thought is communication and marketing. That happens to a lot of us. We've got to get out and tell our story."

The Angus Convention was held Nov. 4-7 in Salt Lake City. For news about Angus Convention, visit www.angus.org/Pub/NewsRoomR eleaseList.

— Written Peyton Schmitt, Angus Communications



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Message From Our Regional Manager, Reese Tuckwiller

Increasing the Productive Life of Angus Females

It may seem like a long time coming, and while we are not there just yet, Angus members are getting closer to having a selection tool available to predict which females will survive and remain productive in the herd longer. A research longevity expected progeny difference (EPD) is anticipated to be released in 2023. But what information is needed to build a tool like this?

A decade ago, MaternalPlus, the whole-herd data reporting option in Angus Herd Improvement Records (AHIR), was launched. While AHIR has been in place since 1958, this program was historically built on a per calf basis, meaning not every female was required to have a record reported each year. The challenge with this way of reporting is it can leave holes in female production and disposal records, which creates an even larger challenge when it comes to working on creating tools for maternal traits, such as longevity. MaternalPlus was among the first steps in the direction of creating this foundation. This reporting option requires a record for each cow every year which includes whether they had a calf, were open, or left the herd.

In 2019, the American Angus Association (Association) and Angus Genetics Inc. (AGI) executed a producers survey as part of the \$Value index remodel project. Most respondents were seedstock breeders, followed by commercial cow calf producers while just a few responses were gathered from the stocker and feeder segment of the industry. Of the 2,033 responses, cow survival was ranked #1 of trait importance. Also listed as important to respondents was working fertility, functionality, and other maternal traits into a Maternal Index. So based on the survey results, staff dug deeper into how to create tools that are important to members and their customers. The ability to create those tools relies heavily upon the resources of data available, and we rely on the data submitted through AHIR. Again, having the right data to use as the foundation for a tool like longevity starts with complete production and disposal records on females.

Taking into consideration results from the survey and how to facilitate more complete records on females, in 2020, the Association expanded the AHIR reporting option on a per cow basis. This is known today as the Inventory Reporting program, which includes MaternalPlus as level 2 of the program. The basis of Inventory Reporting is to keep a record of what happened to each female in the herd each year. Did she have a calf? Was she used as a donor? Did she leave the herd, if so, when and why? These records provide the information required to build the foundation for longevity. That is not say the records from females not enrolled in Inventory Reporting cannot be used, but the complete records help to remove noise from the data to build a better tool.

Keeping along the same thought of how to build better tools in the future, the list of disposal codes was expanded in 2021 to allow members to provide more detailed reasons for why animals are leaving the herd, whether culled or died. Using the appropriate disposal codes and providing accurate dates is critical as that information is used in longevity.

The foundation for longevity was laid by those involved in Inventory Reporting, when the research longevity EPD is released, those participating in Inventory Reporting (including MaternalPlus) will receive the research EPD on their registered animals. If you are not currently in the AHIR Inventory Reporting option, you can enroll your herd during enrollment periods. Primarily spring calving herds should enroll during this enrollment, open November 1 -January 15 and primarily fall calving herds should enroll from May 1 – July 15.

If you have questions or want to learn more, contact the Association at 816-383-5100 or email angus@angus.org.

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Musgrave Blackbird 2549-6109

TK Tessa E119

Voyager Blackcap 211

BCA Scears Free Spirit 053

Beaver Creek Sceara H313

BCA Scaara Networth 810

















SAV Reinfall

SAV Renovation

Musgrave 316 Stunner

Musgrave 316 Colossal





Lancaster Cattle Feeders Day –

January 24, 2023

The 54th Lancaster Cattle Feeders Day will be held on January 24, 2023, at the Lancaster Farm and Home Center, Lancaster, with another slate of timely topics for those wishing to attend. The agenda is as follows:

8:15 AM

Registration: Coffee and Donuts provided by Horizon Farm Credit

9:00 AM

FDA Regulatory Changes for Antibiotic and Implant Usage: Dr. Haley Springer and Dr. Tara Felix, PSU Extension Livestock Team

9:30 AM

Managing High Risk Cattle in the Feedlot, Blaine Corners, Senior Nutritionist, Beef Strategic Technical Services, Zoetis

10:30 AM

Livestock Risk Protection (LRP) Strategy: Price Floors for Your Cattle: Garren Bellis, Business & Risk Management Consultant, Compass Ag Solutions

11:30 AM

America Has Spoken...What the 2022 Election Means for Your Operation. Colin Woodall, CEO National Cattlemen's Beef Association

12:15 PM Industry Updates: PCA, CBE, PBC, PSU representatives

12:45PM Lunch and visit exhibitors

Registration for the event is required by January 23. Cost is \$20 per person and includes lunch provided by Hess BBQ.

The link for registration is: https://extension.psu.edu/cattle-feeders-day

If you have any questions, please give Cheryl Fairbairn a call at 610-696-3500.

Upcoming Meetings Across the State

Modifying Your Infrastructure for Beef Cattle

- New Holland, PA on Feb 14th, 2023 (14 S Tower Rd, New Holland, PA 17557)
- Chambersburg, PA on Feb 16th, 2023 (181 Franklin Farm Ln, Chambersburg, PA 17202)
- Wellsboro, PA on Feb. 28th, 2023 (124 Nypum Dr. Wellsboro, PA 17202)
- Wayne County Fairgrounds, May 5th, 2023 (Wayne County Ag Days)

The link for registration is: https://extension.psu.edu/modifying-your-infrastructurefor-beef-cattle

Western Winter Beef Meetings – February Dates and Topics Will Be Available Soon.

PA Cattlemen's Annual Meeting – April 15th at the Blair County Convention Center in Altoona.

• Break out sessions featuring various topics presented by nationally known and in-state speakers. Contact Taylor Zahn for information at 717-825-9824

For more information on these and other upcoming meetings contact Cheryl Fairbairn, PSU Animal Science Educator at 610-696-3500.

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PENNSYLVANIA ANGUS ASSOCIATION BREEDERS



PENNSYLVANIA ANGUS ASSOCIATION BREEDERS



PENNSYLVANIA FARM SUPPLIERS & RESOURCES



PA ANGUS ASSOCIATION Chris Jeffcoat, Secretary 111 Harney Road Littlestown, PA 17340

FIRST CLASS MAIL

PA ANGUS CALENDAR:

PA Farm Show – Junior Angus Show:	January 8, 2023
PA Farm Show – Open Angus Show:	January 9, 2023
PA Performance Tested Bull Sale:	March 31, 2023
PA Finest Female Sale:	March 31, 2023
McKean Bros. PT Bull & Female Sale:	April 28, 2023
PA Angus Breeders Show:	June 15 – 17, 2023