PENNSYLVANIA ANGUS ASSOCIATION

CELEBRATING OVER 60 YEARS AS AN ASSOCIATION

www.paangus.org

September, 2016

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ANGUS ON PARADE SALE - OCT. 8 - 1PM HARRISBURG, PA

EASTERN REGIONAL, NATIONAL JUNIOR SHOW, BREEDERS SHOW RESULTS

NEWS PJAA MEMBER SPOTLIGHT, AND MUCH MORE...



14th Annual

ANGUS ON

Saturday, October 8, 2016-1:00 PM Small Arena, Farm Show Complex, Harrisburg, PA

Sponsored by PA Angus Association









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JUNIOR ROUNDUP

2016 Officer Team

PA Junior Angus Association

President, Matthew Mitchell
Vice-President, Alexis Cash
Secretary, Madison Weaver
Assistant Secretary, Cailey Dahlquist
Treasurer, Daniel Rohrbaugh
News Reporter, F. Hayden Weaver
Directors- (1 year term) Kyle Livingston, Hunter
Voight, Hailey Sweitzer, James Voight
Directors- (2 year term) Jade Zimmerman, Sam Parr,
Justin Werner, Jacob Werner.

There are still **Angus-Opoly Game Set & Angus Cookbooks** available! **Angus-Opoly Games** are \$25 and **Angus Cookbooks** are \$10. Contact Kate Livingston to order at kml5484@gmail.com or 717-339-9959.

The Pennsylvania Angus Juniors wish to sincerely thank all of the Breeders, Parents and Donors for your support in preparing for the 2016 Eastern Regional Junior Angus Show. Without your instrumental support over the years these incredible opportunities for our juniors would not be possible- Thank You!

Junior Angus exhibitors led 260 entries at the 2016 Eastern Regional Junior Angus Show, June 17-19 in Harrisburg, Pa. Jonathan Perry, Fayetteville, Tenn., evaluated the 121 owned females, 73 bred-and-owned females, 13 bred-and-owned bulls, 41 steers, and 12 cow-calf pairs before choosing winners.

BNF Friday 115 claimed grand champion bred-and-owned bull honors after first claiming junior champion. Blake Nisewander, Greencastle, Pa., owns the March 2015 son of S A V Brilliance 8077.

Bryce Fitzgerald, West Grove, Pa., led the grand champion bred-and-owned female. Cherry Knoll Erica 1544 is a March 2015 daughter of Plum Creek Paradox 161B. She first won junior champion.

Samuel Parr, East Berlin, Pa., owned the reserve grand champion steer. Beaver Creek Bismarck B518 is an April 2015 son of B C A Bismarck H07.

Reserve Intermediate Champion Heifer: Double C Rosebud 150. Exhibitor: Claudia Hissong, Greencastle, Pa.

Junior Champion Heifer: Cherry Knoll Erica 1544. Exhibitor: Bryce Fitzgerald, West Grove, Pa.

Senior Champion Female: Cherry Knoll Lady 1481. Exhibitor: Brody Fitzgerald, West Grove, Pa.

Late Heifer Calf Champion: PVF Proven Queen 5271. Exhibitor: Cailey Dahlquist, Washington, Pa.

Early Heifer Calf Champion: Cherry Knoll Ark Pride 1593. Exhibitor: Elizabeth Trowbridge, Meshoppen, Pa.

Reserve Early Heifer Calf Champion: EXAR Princess 5871. Exhibitor: Karli Berkheimer, Mechanicsburg, Pa.

Reserve Intermediate Champion Heifer: Cherry Knoll Hailey 1568. Exhibitor: Alexis Cash, York, Pa.

Intermediate Champion Bull: CTVR Black Power Gus 502. Exhibitor: Kolton Reasy, New Enterprise, Pa.

Junior Champion Bull: BNF Friday 115. Exhibitor: Blake Nisewander, Greencastle, Pa.

PREMIER BREEDER AWARD: Cherry Knoll Farm Inc., West Grove, Pa..

STATE GROUP BEST FIVE HEAD: Pennsylvania Junior Angus Association

These junior Angus members represented Pennsylvania at the 2016 LEAD (Leaders Engaged in Angus Development) Conference, Aug. 4-7 in Phoenix, Ariz. Eric Shoop, Dalmatia; Brent Stufflet, Lenhartsville; Claudia Hissong, Greencastle; and Brody Fitzgerald and Bryce Fitzgerald, both of West Grove. A total of 108 juniors from 28 states and Canada attended the conference, "Rising Up in Phoenix," where they enhance leadership and interpersonal skills while learning more about the beef industry.

Grant Cash Earns Junior Bronze and Silver Awards

Grant Cash, York Pa., has earned the National Junior Angus Association's (NJAA) Bronze and Silver awards, according to Jaclyn Clark, education and events director of the American Angus Association® in Saint Joseph, Mo.



2016 Pennsylvania Angus Breeder's Show Angus exhibitors led 74 entries at the 2016 Pennsylvania Angus Breeder's Show, July 16 in Huntingdon, Pa. David Roper, Blacksburg, Va., evaluated.

OPEN ANGUS SHOW



Grand Champion Cow-calf Pair

PVF Hazel 4005 won grand champion cow-calf pair Logan Foore, Seven Valleys, Pa., owns the January 2014 daughter of PVF Insight 0129. A February 2016 heifer calf sired by Eathington Sub Zero completes the winning pair.



Reserve Grand Champion Cow-calf Pair

KF Beauty Bea U806 J569 won reserve grand champion cow-calf pair Alexis Cash, York, Pa., owns the January 2008 daughter of Rito 1I2 of 2536 Rito 6I6. A January 2016 heifer calf sired by VAR Generation 2100 completes the winning pair.



Grand Champion Bull

Beaver Creek Tip-Top 428 won grand champion bull Beaver Creek Angus, Thomasville, Pa., owns the March 2014 son of EXAR Classen 1422B.

Breeders' Best Six Head/PA Special

Beaver Creek Angus, Thomasville, Pa., won breeders' best six head and Beaver Creek Angus, Thomasville, Pa., won the Pennsylvania Special award at the 2016 Pennsylvania Angus.

Premier Exhibitor and Premier Breeder

Beaver Creek Angus, Thomasville, Pa.,



Reserve Grand Champion Bull

Rains Set In Stone BGFP878 won reserve grand champion bull Dale Rains, Mercer, Pa., owns the March 2015 son of Connealy Black Granite.



Grand Champion Female

Beaver Creek Scaara 474 won grand champion female Beaver Creek Angus, Thomasville, Pa., owns the October 2014 daughter of B C A Flawless 119.



Reserve Grand Champion Female

Cherry Knoll Ark Pride 1593 won reserve grand champion female Elizabeth Trowbridge, Meshoppen, Pa., owns the October 2015 daughter of Plum Creek Paradox 161B. She first won senior calf champion.

Reserve Senior Champion Female

Beaver Creek Scaara H45 won reserve senior champion female Beaver Creek Angus, Thomasville, Pa., owns the winning female

Intermediate Champion Heifer

Rains Pizazz Cashed ChM won intermediate champion heifer Chance Rains, Mercer, Pa., owns the winning heifer.

Reserve Intermediate Champion

Cherry Knoll Hailey 1568 won reserve intermediate champion heifer Alexis Cash, York, Pa., owns the winning heifer.



Reserve Senior Heifer Calf Champion

Beaver Creek Scaara 575 won reserve senior heifer calf champion Victoria Meyer, Centre Hall, Pa., owns the winning heifer.

Junior Heifer Calf Champion

Cash Beauty D603 U806 won junior heifer calf champion Alexis Cash, York, Pa., owns the winning heifer.

Reserve Junior Heifer Calf

4CC Hazel 601 won reserve junior heifer calf champion Logan Foore, Seven Valleys, Pa., owns the winning heifer.

Early Junior Champion Heifer

Beaver Creek Rachel 531 won early junior champion heifer Nathan Briggs, New Bloomfield, Pa., owns the winning heifer.

Reserve Early Junior Champion

Cash Barbaretta C508 X002 won reserve early junior champion heifer Grant Cash, York, Pa., owns the winning heifer.

Late Junior Champion Heifer

Beaver Creek Scaara 5447 won late junior champion heifer Kaitlin Bell, Nottingham, Pa., owns the winning heifer.

Reserve Late Junior Champion

HJM Hailey 510 won reserve late junior champion heifer Dylan Fessler, Robesonia, Pa., owns the winning heifer.

Golden Pitchfork Award

Alana Eisenhour, Wellsville, Pa., received the Golden Pitchfork award presenting the award was Chance Rains, Dale Rains, and Brenda Rains.

Conrad Grove Memorial Award

Jamie Brozman, Nazareth, Pa., received the Conrad Grove Memorial Award presented by Deric Horting the winner of the award in 2015.

2016 Pennsylvania Angus Breeder's Show Angus exhibitors led 85 entries at the 2016 Pennsylvania Breeder's Junior Angus Show, July 14-15 in Huntingdon, Pa. Clyde Cranwell, Eaton, N.Y., evaluated the entries before naming champions.

JUNIOR ANGUS SHOW

Grand Champion Bred-and-owned Bull

DCC Irish 5302 won grand champion bred-andowned bull. Laini Dean, New Castle, Pa., owns the March 2015 son of Connealy Irish 0204.

Reserve Grand Champion Bred-and-owned Bull Freys JZ The Master C107 won reserve grand champion bred-and-owned bull. Jade Zimmerman, Reinholds, Pa., owns the November 2015 son of Dameron First Impression.

Grand Champion Bred-and-owned Female

Freys JZ Lucy Girl X120-C108 won grand champion bred-and-owned female. Jade Zimmerman, Reinholds, Pa., owns the November 2015 daughter of Dameron First Impression. She first won senior calf champion.

Reserve Grand Champion Bred-and-owned Female

Cedar Hill Chasity Grace 715 won reserve grand champion bred-and-owned female. Dakota Mayle, Dillsburg, Pa., owns the March 2015 daughter of EXAR Classen 1422B. She first won junior champion.

Bred-and-owned Senior Champion Female

HJM Kiera won bred-and-owned senior champion female. Angus Show, July 14-15 in Huntingdon, Pa. Jared Fessler, Robesonia, Pa., owns the winning female.

Bred-and-owned Reserve Junior Champion Heifer

Cedar Hill Grace 705 won bred-and-owned reserve junior champion heifer. Alana Eisenhour, Wellsville, Pa., owns the winning heifer.

Bred-and-owned Intermediate Champion Heifer BV Elba 608 won bred-and-owned intermediate

champion heifer. Daniel Rohrbaugh, Seven Valleys, Pa., owns the winning heifer.

Bred-and-owned Reserve Intermediate Champion Heifer

4CC Tibbie 506 won bred-and-owned reserve intermediate champion heifer. Logan Foore, Seven Valleys, Pa., owns the winning heifer.

Bred-and-owned Junior Heifer Calf Champion

Cash Beauty D603 U806 won bred-and-owned junior heifer calf champion. Alexis Cash, York, Pa., owns the winning heifer.

Bred-and-owned Reserve Junior Heifer Calf Champion

Voight Susanna A203-603D won bred-and-owned reserve junior heifer calf champion. James Voight, Fredericksburg, Pa., owns the winning heifer.

Grand Champion Cow-calf Pair

WayView Susanna 771-A203 won grand champion cow-calf pair. James Voight, Fredericksburg, Pa., owns the March 2013 daughter of Connealy Shrek 4242. A March 2016 heifer calf sired by AAR Ten X 7008 SA completes the winning pair.

Reserve Grand Champion Cow-calf Pair

Rains Skylight Hazel TBFmMd won reserve grand champion cow-calf pair. Chance Rains, Mercer, Pa., owns the May 2014 daughter of S A V Thunderbird 9061. An April 2016 heifer calf sired by Styles Cash R400 is at side.

Grand Champion Owned Female

Cherry Knoll Ark Pride 1593 won grand champion owned female. Elizabeth Trowbridge, Meshoppen, Pa., owns the October 2015 daughter of Plum Creek Paradox 161B. She first claimed senior calf champion.

Reserve Grand Champion Owned Female

Cool Pines Lady 5215 won reserve grand champion owned female. Delbert Voight, Fredericksburg, Pa., owns the May 2015 daughter of PVF Insight 0129. She first won intermediate champion.



Owned Junior Champion Heifer

P S Beauty 240 548 won champion Spotlight Show Heifer and owned junior champion heifer. Clayton Landis, Pennsylvania Furnace, Pa., owns the winning heifer.

Owned Reserve Junior Champion Heifer

Beaver Creek Scaara H514 won owned reserve junior champion heifer. Nathan Briggs, New Bloomfield, Pa., owns the winning heifer.

Owned Reserve Intermediate Champion Heifer

Rains Pizazz Cashed ChM won owned reserve intermediate champion heifer. Chance Rains, Mercer, Pa., owns the winning heifer.

Owned Reserve Senior Heifer Calf Champion

Beaver Creek Scaara 575 won owned reserve senior heifer calf champion. Victoria Meyer, Centre Hall, Pa., owns the winning heifer.

Grand Champion Steer

HJM General 509 won grand champion steer and grand champion bred-and-owned steer. Dylan Fessler, Robesonia, Pa., owns the April 2015 son of Duff Hobart 8302.

Reserve Grand Champion Steer

Beaver Creek Bismarck B518 won reserve grand champion steer. Samuel Parr, East Berlin, Pa., owns the April 2015 son of B C A Bismarck H07.

Reserve Grand Champion Bred-and-owned Steer

HJM Major 516 won reserve grand champion bredand-owned steer. Jared Fessler, Robesonia, Pa., owns the March 2015 son of Duff Hobart 8302.

Premier Junior Breeder - 3 way tie

Logan Foore, Daniel Rorhbaugh, Alana Eisenhour

National Junior Angus Show Results from Grand Island, Nebraska

Angus exhibitors led 1,202 entries at the 2016 National Junior Angus Show (NJAS), July 3-9 in Grand Island, Neb. Jeff Gooden, Iberia, Mo., judged the owned heifers; Rob Starkey, Greenfield, Ind., assisted in judging the owned heifers; Lydell Meier, Clinton, Tenn., judged the bred-and-owned heifers, cow-calf pairs, and bulls; Holly Meier, Clinton, Tenn., assisted in judging the bred-and-owned heifers, cow-calf pairs, and bulls; and Jeff Jackson, Walnut Springs, Texas, judged the steers.

Intermediate Team Marketing 3

Pennsylvania junior Angus members won third place in the intermediate division of team marketing at the 2016 Haley Sweitzer, Wellsville; Daniel Rorhbaugh, Seven Valleys; and Madison Weaver, Ephrata

Gold Award Recipients

Alexis Cash, York, Pa

Woodlawn Farms Angus Scholarship Alexis Cash, York, Pa.

Angus Foundation Scholarships - \$3,000

Claudia Hissong, Greencastle, Pa

Pennsylvania Angus Youth Scholarship

Eric Shoop, Dalmatia, Pa

Owned Heifer Class 20

Cherry Knoll Hailey 1568 won owned heifer class 20 for Alexis Cash, York, Pa.

Bred-and-owned Heifer Class 16

Double C Rosebud 1501 won bred-and-owned heifer class 16 for Claudia Hissong, Greencastle, Pa.

Bred-and-Owned Heifer Class 28

Cherry Knoll Lady 1481 won bred-and-owned heifer class 28 for Brody Fitzgerald, West Grove, Pa.

2016 National Junior Angus Showmanship Contest Logan Foore, Seven Valleys, PA and Alysha Sweitzer, Wellsville, PA represented PA.

Owned Res Heifer Calf Champion Division 2

Cherry Knoll Ark Pride 1593 won owned heifer calf champion division 2 for Elizabeth Trowbridge, Meshoppen, Pa.

2016 Calendar of Events		
Oct 7-9	Keystone International Livestock Expo/Angus on Parade Sale, Farm Show Complex, Harrisburg, PA	
Oct 8	Angus on Parade Sale , Farm Show Complex, Harrisburg, PA	
Dec	Renew your dues	
Jan 6-14	101st PA Farm Show , Farm Show Complex, Harrisburg, PA	
Mar 31	2016-2017 PA Bull Test Sale, PA Finest Female Sale, LEC Center, PA Furnace, PA	

SAVE THE DATE

Breeders' Show - June, 2017

Huntingdon County Fairgrounds, Huntingdon, PA

2017 commitee:

Lori Voight, Sam Long, and Liz Zeigler

Blocks of rooms at the following hotels Comfort Inn (814) 643-1600 - \$95/Night. Huntingdon Motor Lodge - (814) 643-1133 -\$75/Night.

Fairfield Inn (814) 643-3672 - \$119/Night.



Message from our President

Dear Angus Friends,

We are now into fall and this has been a very warm summer and depending on some parts of the state, very dry even to now. Hopefully your hay and corn crops will be productive for you. But for family outings and outdoor activities, it has been a great summer to.

Our Junior activities were very busy this year. We hosted Eastern Regionals in June and had a great show. There were close to 400 entries and from welcoming, to opening ceremonies to the final Grand Champion, the show was a great success. All of the juniors deserve a well rounded applause as they did a great job to pull all of the details together to offer a great weekend to all who attended. I would also like to thank all of the donors who contributed to this show to help make it a success.

Next up was the trip to Grand Island, Nebraska for the National Junior Angus Show where not only the weather was hot, but again our Juniors were too. We had a great time for the week and it has been a pleasure to travel to many of these NJAS shows and watch our young people perform. From the contests to the show ring and even back in the stalls, to see how they all get along shows a great future for Pennsylvania in the talent and polite attitude they have. We all should be proud and please offer them your congratulations when you see them.

With only a few days rest from the return from Nebraska, we went into our Breeders Show and had a wonderful time in Huntingdon. It was a great time for family and friends to come together to have fun and fellowship. Many thanks to the committee for all of the work and hours spent in putting this show together which began a year ago. Thanks to Sue, Lori and Sam for a great job!

It seems our sale times come around faster each year. Here we are again preparing for our Angus on Parade Sale to be held on October 8, 2016 at KILE. Consignments are in and we have a great sale lineup for this year. The catalog is ready for viewing so take a moment to look at this and we will see you at the sale.

Finally as we go through the fall season, best wishes for safe and bountiful harvest and for those with farm and on-line sales. Thank you to our directors and everyone who makes Pennsylvania Angus Great!

> Sincerely, Gene Trowbridge, President

2016 PA ANGUS ASSOCIATION OFFICERS AND DIRECTORS

President

Gene Trowbridge 6290 SR 3001 Meshoppen, PA 18630 570-833-4482

geneval@epix.net

Vice-President

Wendall Landis

2785 Tadpole Rd. PA Furnace, PA 16865 814-692-7759

wlandispsu@gmail.com

Secretary

Jamie Brozman

354 Township Line Rd. Nazareth, PA 18064

Phone: 484-221-3455

justenuffangus@gmail.com

Treasurer

Brad Bishard

1787 Seven Valleys Rd. York, PA 17408

Phone: 717-792-9268 bradbishard@hotmail.com

Directors

Dale Rains
Gene Nolt
Steve Upperman
John Nichols
Tim Livingston
Chad Cash
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Mindy Seese
Kyle Grim
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Advertising Rates

 Full Page
 \$100.00

 ½ Page
 \$75.00

 Business Card
 \$100.00/year

 E-blast
 \$25.00

Next Deadline 11/1/16 to place advertising, submit news, or an editorial comment contact:

Jamie Brozman – 484-221-3455 justenuffangus@gmail.com

Board Meeting

10/8/2016

PA ANGUS BOARD OF DIRECTORS MEETING IMMEDIATELY FOLLOWING THE CONCLUSION OF ANGUS ON PARADE SALE,

Erie Room (Crossroads CC) from 2:30-4:00pm during KILE on Saturday, October 8, 2016 SEE YOU ABOVE THE SMALL ARENA.





Production Sale October 1, 2016 Smock, PA



Half Interest Sells of this top donor along with her April Inisght show heifer prospect.



Embryos by SAC Conversation Sell.



Embryos by our herd sire 5T Power Chip Sell.

50 Elite Angus Females Sell Spring Pairs, Fall Breds, Spring Bred Heifers, Show Heifers, and Elite Embryos!





CONGRATULATIONS TO EVERYONE THAT PARTICIPATED IN LAST YEAR'S SALE!!!!!

EAST BERLIN, PA 17316 KYLE GRIM 717-324-9869



Congratulations Sam Parr!!

Reserve Champion Steer Eastern Regional Jr. Angus Show

Reserve Champion PA Breeder's Show



Congratulations Nathan Briggs! Supreme Champion Female Delaware State Fair Champ, Jr. Yearling PA Breeders Show



Congratulations Sam Parr! Res. Champion Junior Calf PA Farm Show Class Winner MAJAC



Kade Griffith **Grand Champion Steer** Harford Co. Fair



Kiersten Baker **Champion Senior Calf MAJAC** Res. Champion Heifer

Big Bang Jackpot



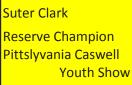




Avery Dull Grand Champ Steer MD Preview Show Class Winner MAJAC

Conner Grim Champ Intermediate MAJAC Class Winner **ERJAS**







Congratulations Conner Grim! Supreme Champion Female York Preview Show



Congratulations Kaitlin Bell! Champion Early Jr. Yearling PA Breeders Show





What is BLI?

BLI is a great opportunity for young breeders and Angus enthusiasts. BLI stands for Beef Leader's Institute and it's an educational program funded by the Angus Foundation. The American Angus Association has an application



was fortunate to be selected and would strongly encourage anyone to apply. The Beef Leader's Institute is really a twofold experience. First, you get to tour amazing segments of the beef industry beyond just the seed stock sector. Second, you have the ability to network with 20 great Angus breeders from unique places in the country. Therefore, the opportunity to learn throughout the week and better understand the beef business is pretty deep. The BLI tour started on Monday with a walk through the association's headquarters in St. Joseph, MO with an explanation of the Association's entities and services and was followed by a tour of Gene Seek, a Feedlot, and Trans Ova on Tuesday. The next day we had an in depth look of the largest packing plant in the country. We toured Tyson in Dakota City where they killed 7200 head per day. That afternoon we flew out of Omaha, NE and headed toward Cleveland, OH. On Thursday we finally arrived at Wooster, OH better known as Certified Angus Beef. At CAB it was very interesting to see Mick Colvin's vision of branded beef program and how it impacts many of us today. While In Ohio we toured a Sysco warehouse and a Buehler's grocery store. We saw it all from start to finish. It was a lot to digest and the participants were constantly on the edge of their seats. Each night we were fed well and had plenty of time to socialize with the ranchers. It was pretty unique to visit with the guys from the Dakotas and understand how they survived the winter storm Atlas a few years back. I also enjoyed talking to the folks from Texas and New Mexico. They sure do have a different stocking rate then we are used to. BLI was a good experience with some great memories and outstanding friendships. I was honored to be a part of it and represent Pennsylvania.



Dear Angus Breeder,

I hope you've had a good end to your summer. It's certainly a busy time for everyone whether you're weaning calves, calving fall cows, preparing sale cattle, harvesting crops, or possibly all of these combined at

Fall sale season is here and there will be many great opportunities to purchase Angus females, bulls and show heifers. Please be sure to check out the sale calendar to browse upcoming sale books, and see what's happening throughout our region and the entire country. Also, please feel free to contact me if you are searching for cattle or need assistance with bidding at sales you can't attend.

You may have noticed on Tuesday that the American Angus Association rolled out several enhancements to the website, www.angus.org. The exciting changes included a modern and mobile-friendly design, improved navigation menu, and prominent news features on the website's homepage. A notable change included the navigation menu, which the content is the same (management, marketing, sales, news, events, get involved, shop, and about), but the drop down menu is now more user friendly. The Login feature is still accessible through the top right-hand corner of the navigation menu, and it is distinctly red. All of the functions within Login remained the same. Additionally, the Angus Genetics Inc. webpage was expanded for both seedstock and commercial cattle producers.

If you are interested in consigning bulls to the National Western Stock Show Angus Bull Show and Sale, the final deadline is October 1 (postmarked). New for this year, all bulls must be genomic-trait tested to insure each bull possesses a complete set of EPDs and \$Value Indexes at check-in. For more information, visit the website or feel free to contact me.

I look forward to seeing you this fall at the many sales. As always, please do not hesitate to contact me for assistance.

Take care,

Chris Jeffcoat

Regional Manager - DE, MD, NJ, NY, PA, VA, WV, NC and New England

282 Saint Lukes Rd. Littlestown, PA 17340 Mobile: 717,476,1496



American Angus Association 3201 Frederick Ave. St. Joseph, MO 64506 816.383.5100 www.ANGUS.org



Regional Calendar:

10/01/16: Rooker Angus/Work Land & Cattle Sale - Smock, PA

10/07/16: Keystone Int'l Livestock Expo ROV Angus Show – Harrisburg, PA

10/08/16: Pennsylvania Angus on Parade Sale – Harrisburg, PA

10/09/16: Keystone Int'l Livestock Expo Jr. Angus Show – Harrisburg, PA

10/09/16: Work Land & Cattle Online Show Heifer Sale - Uniontown, PA

10/16/16: Beaver Creek Angus Online Show Heifer & Steer Sale - Thomasville, PA

10/17/16: Full Day Ent. Online Show Heifer Sale - Woodbine, MD

10/20/16: Cherry Knoll Farm Online Angus Show Heifer Sale – West Grove, PA

10/31/16: Just Enuff Online Sale - Nazareth, PA





www.paangus.org



In & Out of the Show Ring

A new series where you will meet some of the PA Junior Angus Members.



Name: Daniel Rohrbaugh Hometown: Seven Valleys

Age: 16

PJAA Position: Treasurer and member, past news reporter

Breeds you show: Angus **Siblings:** Only Child

Favorite activity outside the show ring: Spending time with Grandpa Shive

Favorite movie/TV show: Law and Order SVU or NICS

Favorite Singer: I enjoy listening to upbeat pop songs, but have no favorite

Biggest pet peeve: When people don't follow through on their work

Name(s) of your current steers/heifers: BooBoo, GiGi, LuLu

Favorite Stock show and why? National Junior Angus Show because I get to meet up with old friends and make new ones. It is very east to get involved with not only showing but contests as well.

What do you want to do when you grow up? Staying involved with agriculture on the marketing side.

What is one weird skill/fact/habit about you? I have a lucky pair of boxers that I wore when I showed. Sometimes they were not so lucky, but they were washed everytime, HaHa.

If you could be any PJAA member who would you be and why? (past or present) I would like to be Jamie Brozman because she is a fair and honest person who always brightens your day. She is an ethical role model who can be trusted. She has all the values that I stand for. Plus she was a member of the National Junior Board of Directors.

What is your most embarrassing show moment? I don't really have any with cattle, but I do with a pig at York Fair, Grant Fitzgerald let me show his pig in the open show. I was really excited because I never showed a pig before. At the end of the class I put my pig in a holding pen at the end of the show ring. I was talking to friends and looked back to see what the pig was doing and he was gone! He was running around the ring during another class. Lesson Learned lock the gate behind you.

What is your favorite show memory? My steer that I showed in 2015, Yogi, was selected Grand Champion steer at Atlantic National.

What advice do you have for juniors? Don't just sit back, get involved not only in the state assoc. but in the NJAA. From contests at Nationals to LEAD conference.

Penn State University



P S Burgess 330 506

Sells October 8th
in 'PA Angus On
Parade Sale' held
at the Keystone
International
Livestock Expo



P S 542X - SimAngus



P S 513X - SimAngus

Both sell
October 22nd
in 'PA Premier
Bred Heifer
Sale' held at the
PA Livestock
Evaluation Center

Follow us on Facebook at Penn State Beef and Sheep



Watch for more details on our December 13th
Online Production Sale held on AngusLive.com!



For more information contact: Wendall Landis (814) 280-7611 Mitch Stephens (814) 762-4762 Brooke Milbrandt (814) 558-6186



How BQA could help grow relationships with consumers

May 23, 2016 by Amanda Radke in BEEF Daily RSS

Today's consumer cares about beef quality, taste, nutrition, and safety. They also care about animal welfare, antibiotic use, and the health of the animal. Here is how the Beef Quality Assurance program helps to address these consumer concerns.

In all of the consumer conversations and media outcry about antibiotic use, animal welfare and the humane treatment of animals, the quiet and often unheard voice of beef producers has one story that isn't being told enough. That story is of the <u>Beef Quality Assurance (BQA) program</u>, a checkoff funded certification program that offers training to producers, so they can ensure a safe, high quality beef product for consumers to enjoy.

BQA encompasses every aspect of the beef cattle industry including cow-calf, stocker, feedlot, and even dairy, and the BQA certification modules include information on proper animal handling, administration of vaccines and how to eliminate injection-site lesions, low-stress cattle handling, and other management practices that ultimately determine the quality and safety of the beef we love.

BQA is a voluntary program, and it's often up to state beef councils to reach out to ranchers, auction market owners, dairy employees, and other industry professionals and train them on these best management practices.

Getting certified is one of those things that can be easy to put on the back burner; however, having that BQA certification and talking about it with our consumers shows our customer base that producers take these issues seriously. Having these discussions with our consumers not only shows the industry's dedication to producing a safe beef product, but it could possibly deter future regulations that force ranchers to follow certain guidelines, as well. After all, it's easier to do things voluntarily because it's the right thing to do vs. having Washington, D.C. tell you how things need to be done.

I recently read that nearly 2,000 producers became BQA certified from January-April 2015, thanks, in part, to a free-certification opportunity supported by Boehringer Ingelheim Vetmedica, Inc. (BIVI). Through the free certification, producer participation jumped up to 65%, and this was made possible through a BIVI sponsorship of the Beef Cattle Institute, which develops the modules for the certification courses.

If you aren't <u>BQA-certified</u> yet, I highly encourage you to take this step and get certified. It may seem like a small thing in the grand scheme of things, but this is one of those programs that speaks volumes to our consumers about how the beef industry views hot button issues such as antibiotic use. Get certified and spread the word about how you are committed to raising quality beef in your segment of the industry. To learn more about BQA certification and available state or online trainings, check out www.bqa.org.

The opinions of Amanda Radke are not necessarily those of beefmagazine.com or Penton Agriculture.

Visit Pennsylvania Beef Council's Website at http://www.pa-bqa.org/ for more info.



Angus Convention Announces Grand Prize - ONLINE: Visit the Angus Convention website.

Priefer and Tru-Test partner to provide ultimate giveaway.

The list of reasons to attend the Angus Convention this November is a lengthy one. Thousands of Angus breeders, commercial cattlemen and others are expected to attend the event scheduled for Nov. 5-7 at the Indiana Convention Center in Indianapolis, Ind. From world-class education, inspiring keynote speakers, a packed trade show and plenty of entertainment, there's much excitement surrounding the American Angus Association's premier event. And if that wasn't enough: one lucky convention attendee on Monday, Nov. 7 will win a complete livestock management system. Priefert Manufacturing and Tru-Test scales are partnering to provide the Angus Convention's grand prize giveaway, says Becky Weishaar, director of Creative Media for Angus Media.

The system, worth \$26,700, will include the Priefert Rough Stock Open Corral System for 35 head, with sweep; Priefert 35-foot (ft.) adjustable alley; Priefert Model S04 Squeeze Chute; and Tru-Test XR5000 Indicator, HD1010 Load Bars, scale mounting brackets and XRS2 eID Stick Reader.

"We're beyond excited to announce this prize package from Priefert and Tru-Test," said Weishaar. "This is an investment cattlemen and Angus producers can really use, and it's a huge reward to the winner. We're very thankful for the opportunity to partner with these two cattle industry leaders to provide this prize package."

With registration, all individuals will be entered for a chance to get their hands on this outstanding prize package. Participants are encouraged to register before Aug. 31 to receive the best registration price: \$75 per person.

About the Prize

Priefert's corral is designed to handle approximately 35 head and features a 135° Rough Stock Open Sweep with a 30-ft. straight working alley that leads to a Model S04 Squeeze Chute. The system is constructed from the company's heaviest, most durable panels to ensure it can handle the roughest cattle. The layout features a single holding pen that feeds into the sweep. The 30-ft. working alley is adjustable and can be set to one of four widths to accommodate the size of cattle being worked.

With no tools required, the "no-back" Alley Stop can be easily adjusted to prevent cattle from backing out of the alley. The durable architectural-grade powder-coat finish with UV inhibitors will add years of life to the system by helping panels resist rust, scratches and fading. The Rough Stock Open Preg Panels provide operators safe and easy access to the rear of the cow for pregnancy checking or artificial insemination.

The Model S04 squeeze chute is Priefert's No. 1 selling squeeze chute and features the Model 91 headgate that works in manual or automatic mode. This system helps take some of the "work" out of working cattle, and it is designed to be "easy on the cow, easy on the cowboy."

The eID Reader is Tru-Test's latest reader, and won't be on the market until mid- to late August. The load bars included in Tru-Test's package will allow the producer to mount the scale under the Priefert chute. Tru-Test's scale package alone is valued at nearly \$6,590.

"Priefert is excited to partner with Angus to be the major giveaway sponsor for the 2016 convention," said Courtney Dyer, director of marketing for Priefert Manufacturing. "We have steadily increased our participation with the convention each year because we see real value in the event and in the quality audience that attends. Much like Priefert, Angus producers sell a value-added product and really understand and appreciate what that means. By partnering with Tru-Test, Priefert has been able to elevate the product giveaway to a whole new level and provide a total management system for Angus producers."

The giveaway will take place at 9:30 a.m. CST on Monday, Nov. 7, and the attendee must be present to claim the prize. Head over to <u>angusconvention.com</u> today and register for the convention and your chance to win. For the best value, sign up before Aug. 31 for full-access to convention activities, education, entertainment and meals for only \$75 per person. Registration increases to \$125 on Sept. 1. — Written by Shelby Mettlen, Angus Media





July 2016

Surviving the cattle price downturn

By Mark Polzer, Vice President, Business Development, Certified Angus Beef LLC

The ups and downs of the cattle market can make us wish we were back in the ups of 2014 or '15 with \$1.60/cwt. on finished steers and \$3/cwt. on calves. How do we survive the new reality of prices that have fallen 25% or more, and thrive as we rebuild this market?

It's interesting to look at prices for steaks cut from middle meats vs. end cuts as the market has dropped. Middle meats are selling 10% to 20% higher (yes, higher!) than last year, while ends are 20% to 30% lower. That's great – if only we could raise cattle with not just two, but four strips, ribeyes, tenderloins and top sirloins. Unfortunately, it will never work that way.

So what do those beef sales trends actually say? When it comes to the steak cuts, people love their beef, even as the cost goes up. Remember, last year's prices on middles were record high, and moved still higher from that level this year. As cattle supplies have grown and overall prices plummeted, packers have adjusted pricing on the cutout to make sure they sell every part of the carcass.

How can we take advantage of these higher steak prices as cattle producers? Fed beef cattle continue on the path to higher quality, with Choice graders often 75% of the mix and a growing share of those qualifying for the *Certified Angus Beef* (CAB®) brand. Yet the Choice-Select spread is among the widest on record.

Consumers have spoken with their pocket books – they say they'll pay more in restaurants and grocery stores for beef that meets their quality expectations. The growing CAB premiums, reported as high as \$80 per head and totaling more than \$50 million last year, seem to bear this out.

These premiums will keep building a foundation for profit on the higher quality cattle in the fed harvest mix. Even prices paid for end cuts such as roast beef, brisket and burgers can grow in this scenario, as higher quality makes for better and better eating experiences from one end to the other, and not just in the middle 25%.

The obvious answer to our question of how to survive the 2016 low price is to grow demand with ever-increasing quality. The numbers tell us we will never win in a pricing game with other proteins. Our competitive advantage is the uniquely satisfying experience that only high-quality beef can provide.



for immediate release NEWS

Hannah Johlman, Industry Information Intern HJohlman@certifiedangusbeef.com
Certified Angus Beef LLC (307) 331-4482

July 29, 2016



Executive Office

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Wooster, OH

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Keeping science simple

If you're into research, science or even raising beef cattle, it's easy to fall into the jargon or inside language of the trade. Specialized knowledge is great, but Melissa Brewer, director of communications for Certified Angus Beef LLC (CAB), suggested more universal words can be better.

"Our consumers are inundated with so many messages, we have to figure out a better way to be able to engage them, eventually to be able to share the science behind how food is raised," she said.

Daily interaction with consumers gives Brewer an understanding of how those who don't know agriculture see the beef industry. She shared that in a "TED"-style talk with animal scientists from all over the country during the Joint Annual Meetings (JAM) of the American Society of Animal Science this July in Salt Lake City, Utah.

"It's hard to let go of the scientific terms, charts and graphs. But if you want to be heard in a soundbite society, it's crucial to think like a consumer and engage in a simpler way," she told the group.

Data and research never will lose their importance, but before responding to questions, misconceptions or biases with science, Brewer said a conversation needs be started and trust built.

That means thinking differently about how you can share your story. Be approachable. Be understandable.

"Don't start with the thesis," she said. "Know the simple way that is enough to get you started in conversation that may lead to other questions as you become a trusted source."

Brewer encouraged the scientists to think visually, from the consumer's point of view. Sharing a photo of cattle at a bunk that appeared healthy and happy to the JAM audience, she said a consumer may see a line of cattle in tight quarters being forced to eat. Simply broadening the shot to include more of the pen and possibly a person is enough to show the context of care (see links to feedyard photos).

For those with access to university farms, she suggested open houses or school tours to start these conversations, and encouraging urban students to share what they're learning with family and friends.

"These are your future agvocates," she said. "Use them."

But relating to consumers isn't just for the scientists, Brewer said: "Looking at your farm or ranch through a consumer's eyes is a good tip for anyone in beef production."

Opening the gates and sharing stories with CAB partners is a critical need today.

"That's crucial in helping our brand continue to connect with consumers, give them confidence, and keep them coming back to the meat case for premium beef," she said.

JAM invited Brewer to speak in the "TED talk" format, famous since 1984 for concise, personable and informational delivery, because people today want things fast and clear. That delivery style helped drive home her argument for simplicity.

"Being able to communicate science in that format, in a very, very short and precise manner, that's not easy when you have the depth of science," she noted after the five-minute presentation.





August 2016

Corner on quality... and TRUST

By George Falb, CAB Product Integration Manager

When you're buying a bull, what matters most? Expected progeny differences and large selection are important, but probably not the only concerns. The first things on your list are likely reputation and trust. You want someone you can count on, knowing if there's ever an issue, they will correct it to your satisfaction.

When you're selling a bull, you keep those customer priorities top of mind.

That's the way your *Certified Angus Beef*[®] (CAB®) brand looks at the product market, too. We want to make sure the consumer is getting what they expect. It's the reason they buy.

In the CAB Value-added Products (VAP) Division, we know people expect products that are convenient, versatile, user friendly and – most important – from a manufacturer they can trust. Higher quality items demand a higher price, but more consumers gladly pay that when they trust the value.

Success from this trust brings up a question in terms these days. Innovative processing has changed the landscape of prepared meals by UTILIZING cuts that used to end up in the grinding bin – to the point where they are not underutilized. That's true at the CAB brand premium quality level, but much of the Select grade cuts rightly go to grinds.

Selling more of each CAB-accepted side of beef adds more value to your cattle. That's why we keep pushing new frontiers.

High-end flavors and "fusion of flavors" are the hot trends right now, so of course CAB has been working on products that fit. Our licensed partners now offer a CAB brand Prime top round roast beef: Herb De Provence if you like a little French flair, or a Rosemary & Garlic roast beef that has just a hint of those flavors.

Even high-end sausages and frankfurters are getting the nod from the market push for premium innovation like the new CAB brand Smoked Brisket Frankfurter, or how about a BBQ Tri-tip Sausage? These are examples of how we offer a little different taste, yet DO NOT change or mask the great beef flavor.

Transparency and truth in labeling are also ingredients for trust. Just as you want to show or see all the numbers on a bull, in this age of information at their fingertips, consumers want to know all about the products. Research shows more than a third of consumers don't trust the labels and there are too many ingredients they don't understand; they want to be assured they're getting a "clean" product.

That has led to the "Clean Label" initiative across the U.S. food world. Many companies have their R&D centers working on ways to transition from any artificial ingredients in their products to those of more natural origin.

Nitrate or nitrite are very common artificial preservatives used for anti-oxidant curing and color retention, but will be on the CAB "No Go Ingredient List" once revised. When a consumer cannot easily read or understand, they're suspicious of an ingredient; sodium erythorbate and sodium tripolyphosphate are good examples.

It takes time to move away from all of these approved ingredients that simply do not inspire consumer trust. Dehydrated vinegar, cherry powder, celery powder and rosemary show promise as natural preservatives these days, but there's a lot of testing to do for effects on flavor, shelf life, color, and product degradation over time.

We must verify there are no issues before stocking any products that use these alternatives. They must not only sound better, they have to work better. That's how we keep building trust and adding value.



PENNSYLVANIA ANGUS QUEEN, PRINCESS, AND SWEETHEART COMPETITION

GIRLS AGES 15 -20 as of January 1st 2017:

If you are currently an active member of the PA Jr. Angus Association, you are eligible to compete for the title of 2016 PA Angus Queen or PA Angus Princess.

The Queen and Princess candidates will be interviewed during the PA Farm Show. Interview will be on Saturday of Farm Show, da and time TBD.

GIRLS AGES 10-14 as of January 1st 2017:

If you are currently an active member of the PA Jr. Angus Association you are eligible to apply for the title of the 2016 PA Angus Sweetheart.

The Sweetheart candidates will have a group interview at the PA Farm Show on Saturday TBD.

APPLICATIONS MUST BE POSTMARKED OR EMAILED BY Monday November 7, 2016

In fairness to all entrants, **no** applications will be accepted after this date.

Completed applications, essay, and a recent photo of the applicant should be mailed to:

Katrina Howe 337 Guyer Corner Rd New Enterprise, Pa 16664

Cell- 717-725-0965 - Email: katrinafhowe@gmail.com

You may also contact Valerie Trowbridge- email: geneval@epix.net if you need to.

Queen, Princess and Sweetheart Requirements from the PA Angus Auxiliary Please read there is a lot of new information!!

- a. Candidates will be required to complete an application, participate in an interview, and be present at the annual PA Angus Association Banquet held during the PA State Farm Show.
- b. The Queen and court will be announced on Sunday during the Jr Angus Heifer show, details TBD.
- c. You all are still required to attend the PA Angus Banquet which is now on Friday evening, all 2016 court as well as any new court must be there, for recognition!
- d. Ladies between the ages of 10-14, as of January 1st, who are members of the PA Junior Angus Association and are interested in assisting the Queen with her responsibilities are encouraged to complete an application for the PA Angus Sweetheart. All applicants will be interviewed, and these young ladies will then be recognized at the annual banquet. They will receive a crown and sash.
- e. The Queen will receive a monetary gift in the amount of \$250 to purchase clothing, if you choose a belt buckle the cost of this will be deducted from the \$250. At the conclusion of her reign, a gift will be presented to the retiring queen.
- f. The Princess will receive a crown and sash.
- g. The Queen may be reimbursed up to \$200 for travel expenses per year if funds are available. She is responsible for submitting travel receipts to the current treasurer to receive her reimbursement throughout the year.
- h. The Queen is encouraged to attend as many Angus/cattle functions as possible. However, she **must** agree to be present at the PA Angus Breeder's Show and the PA State Farm Show.
- i. At the conclusion of the year, the Queen will be asked to attend the annual PA Angus Banquet and share a few remarks about her year as the Queen. She will also crown the new Queen.
- j. The Queen will represent the PA Angus Association for one year. However, if there are no applicants the following year, she may be asked to serve as Queen for another year.
- k. The current Queen may not serve two consecutive years unless no other Queen candidate is available. She may take a year off and run again at a later time.
- 1. Princesses are eligible to run the following year consecutively as Princess or may apply at the Queen level.
- m. The attire for the court should have a professional look. This includes the following:
- i. Black slacks, black or dark blue jeans or a black skirt. The skirt may not be shorter in length than a dollar bill width above the knee.
- ii. Black or brown shoes/boots. No open toed shoes or sandals.
- iii. A skirt or pantsuit is acceptable.
- iv. A collared shirt with sleeves.
- v. No bare midriffs.



PA Jr Angus Association Update Remember these November 1st Deadlines!

- NJAA Showmanship Contest Letter of Intention
- National Junior Angus Board Intentions
- NJAA Fitting Contest Notice of Intention
- Outstanding PA Jr Angus Boy and Girl Awards

Royalty Court Due November 7th!

NJAA Showmanship

Send a letter of intention to represent PA at the NJAA Showmanship Contest in Iowa via the <u>U.S. Postal Service</u> to Barb Ragnelli at 205 Lakewood Road, New Castle PA 16101. Depending on how many members submit, there is typically a "contest" at Farm Show to select the 2 Delegates and 2 Alternates. Deadline November 1st. It is the member's responsibility to ensure the notice is received.

NJAA Fitting Contest

Send a letter of intention to represent PA at the NJAA Fitting Contest in Iowa via email to Barb Ragnelli at rags001@comcast.net. Deadline November 1st. It is the member's responsibility to ensure the notice is received.

National Junior Angus Board Intentions

PA Juniors who are interested in running for the National Junior Angus Board in 2017 or 2018 need to send a notice of intention no later than November 1st to Cathy Rohrbaugh at rohrbaughfamily@dishmail.net. A response indicating receipt will be returned to you. If you do not receive one, it is the member's responsibility to follow up. See separate attachment regarding responsibilities of elected Directors.

PA Angus Royalty Court

Attached in a separate document are the requirements and application for the PA Angus Royalty Court. Pay attention—there are changes which are highlighted in yellow. Applications are due November 7th to Katrina Howe. Contact info is on the attachment.



Pennsylvania Junior Angus Association Outstanding Boy and Girl <u>Award Application</u>

The Pennsylvania Junior Angus Association established the Outstanding Junior Boy and Girl Awards to recognize and encourage juniors who strive for excellence. It emphasizes the need for leadership and involvement not only within the PJAA but in other activities as well. Any member of the Pennsylvania Junior Angus Association is eligible to apply. However, once a junior has received this award, he/she may not apply again.

The applications should be post marked no later than November 1 and should be sent to Cathy Rohrbaugh at 4829 Shaffer Road, Seven Valleys PA 17360. They can also be emailed to her at rohrbaughfamily@dishmail.net. Please make sure you get a reply that your application has been received. If not, please contact Cathy.

Part One: Activities

This part of the application should be in the form of an outline and should include a culmination of your years of involvement beginning at age nine in the following activities (limit to three pages).

Pennsylvania Junior Angus Association Involvement	(20 pts.)
Other Agricultural Activities (4-H, Judging, FFA etc.)	(20 pts.)
School	(20 pts.)
Community	(20 pts.)

Part Two: Open-Ended Question

On an additional sheet of paper, please write a brief summary answering the following question (limit to one page). (20 pts.)

How has your involvement in the Pennsylvania Junior Angus Association benefited you?

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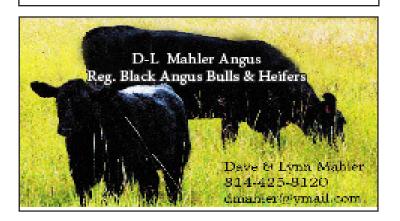
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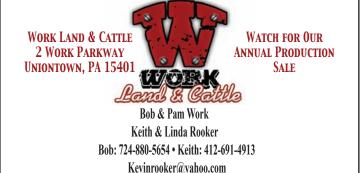
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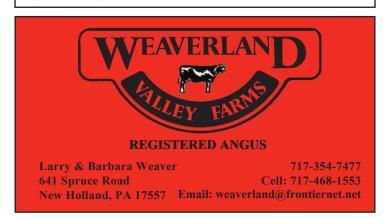
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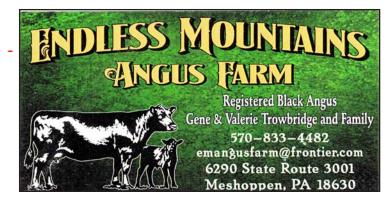
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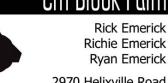


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