

Dear Red Angus breeders,

What a great time to be in the Red Angus breed! This breed is popular for all the right reasons-- maternal traits, feedlot performance and carcass quality-- to hit the major points. Red Angus cattle are hitting the mark across the country, and for good reason.

Recent studies have indicated a significant price advantage for Red Angus steer calves and replacement heifers. We as breeders have always known the advantage of the breed and now the rest of the cattle business is coming to the same conclusion.

The new year brought a change in leadership of the Nebraska Red Angus Association. Cory Banzhaf is the current President, Kim Ford is past President, David Orr is Vice President, Kim Siebert is Member at Large and Corey Cable is the new Secretary/Treasurer. The 2016 executive committee is excited for the coming year and getting to work with and represent all of Nebraska's Red Angus producers.

The Nebraska Red Angus Association has been hard at work promoting the breed across the state. We now have Red Angus signs at the Lexington, Creighton, Huss, North Platte and Valentine sale barns. A successful field day was hosted by Daigger-Orr Angus. A trade show booth promoted Red Angus cattle at Husker Harvest Days and further promotion of Red Angus was accomplished through print ads in the Nebraska Cattlemen's magazine in the September and January issues.

As 2016 progresses, numerous activities and programs are in the planning stages for the coming year. Cross Diamond Cattle Co. has graciously offered to host the 2016 Nebraska Red Angus field day near Bertrand on August 4th. C Lazy B Cattle Co. is donating the 2016 Red Angus replacement heifer at the 2017 Cattlemen's Classic. All proceeds from the sale of this heifer will go to the NE Red Angus Assoc. Stay tuned for more information about these upcoming events!

Now is the time to continue to promote the competitive advantage of Red Angus in our state. As an executive committee of Nebraska Red Angus, our goal is to get the most bang for our pooled-promotional buck. We are using the national Red Angus Association of America's Affiliate Grant Program to cost-share on ads and activities to make the most of our promotional efforts and to share a unified message across the nation. As an executive committee we have decided to discontinue the membership directory as a result of increased cost of production and lack of interest. In the following months we look to utilize the website and other options to continue promotion of the members of the Nebraska Red Angus Association.

We thank you and encourage your continued support of the Nebraska Red Angus Association. Your dues and support of promotional activities will keep the ball rolling as Red Angus continues to be recognized for the superior traits that have made this breed great!

Name: _____

Ranch Name: _____

Address: _____

Phone Number: _____

E-mail: _____

Seedstock: ___

Sale date: _____ Private treaty: _____

If seedstock producer, please see other side of sheet regarding information on directory display advertising and rates.

Commercial: ___

If commercial, please fill out optional information below to include in directory listing.

Genetic make-up of herd/bulls used: *(Example: Red/red baldie cowherd, 100% Red Angus bulls)*

When and how are cattle marketed: *(Example: weaned and bunk broke steer calves sold in Kearney sale barn in late October; replacement quality heifers sold in Kearney sale barn in January.)*

Vaccination protocols: *(Example: Pre-weaning vaccination includes 7 Way Blackleg, IBR-PI-3, dewormer; replacement heifers are Bangs vaccinated)*

Other: *(Example: FCCP tagged, no implants, weaned and bunk broke 60-90 days)*

Please enclose dues check of \$50, payable to:

Nebraska Red Angus Assn., c/o Corey Cable 10329 728 rd Bertrand, NE 68927

Dues are \$50 for seedstock and commercial producers and will be used for junior scholarships and events to promote Red Angus across the state.