
American Belgian Blue Breeders, Inc. ★ ★ ★ ★ ★

Newsletter

www.belgianblue.org

June 2004

National Belgian Blue Show to be held in Des Moines, Iowa

We extend an invitation to all ABBB members to attend the National Belgian Blue Show, Annual Membership Meeting, and the Annual Dinner and Benefit Auction. The Annual Dinner and Benefit Auction will take place at the Four Points Sheraton in Des Moines, Iowa, on Saturday August 17th at 7:00 p.m.

Given the fact this is a new location, the Sheraton is requiring reservations ahead of time. Tickets are available for \$25.00 for adults and children's tickets are at a reduced rate. We will continue to add reservations at the show if needed. Please contact Glenda at the office to answer any questions. If you would like to participate in the auction you are most welcome or just come for the fun! All proceeds from the dinner and auction go to the operation of the association and promotion of the cattle.

If you need hotel reservations, please call the Four Points Sheraton at 1-515-278-4755 (a block of rooms has been made available under the name of the association). Reservations must be made by July 25th, thereafter, reservations will

be taken on a space available basis only. Des Moines hotel rooms can be hard to find during the fair so book your room early.

The Iowa Chapter has done a wonderful job planning the event. Come for a great time. USA Weekend Magazine ranked the Iowa State Fair No. 2 right behind a trip to Las Vegas as the place to be. This summer is the 150th anniversary of the Iowa State Fair. It is one of the largest and longest-running fairs in the country.

The judge for the fullblood show is Jean-Pol Houard, a Vice Chairman of the Herd Book in Belgium. Stanley Jones of Nacogdoches, Texas will be judging the Junior, Steer, and Percentage Shows.

A great event for Belgian Blue breeders!!

Schedule: Entry deadline is July 1, 2004. If you don't receive a fair book, please contact the Iowa State Fair via their website at www.iowastatefair.com or call Julie Buss, the superintendent.

The event is August 15-18th
Show is Noon on August 16th
Membership Meeting August 17th at
10:00 a.m. at the Hereford Museum on
the fairgrounds.
Banquet and Benefit Auction on
August 17th -- 7 p.m. at the Sheraton
Release August 18th

35 Ranchers from South Dakota Visit Belgium and the HB BBB

Mr. Dan GEE from Brookings University led the delegation of beef industry leaders, including breeders and producers. This European visit was the last component of a continuous professional education program. Given the strong bonds with Belgium and more specifically the cities involved, the Belgian Blue Beef was integrated in the program tour.

Following a visit at the Covered-Market in Ciney and a presentation on the Breed at the Belgian Blue Beef Herd Book Headquarters also in Ciney, the ranchers were well greeted by renowned breeders Luc Mahoux (from Saint-Fontaine) and Jacques Lievens (from Haute-Somme) for a tour of their respective facilities.

A picture of the delegates posing in front of the BBB Herd-Book Headquarters is on the web at www.hbbbb.be.

Best Bred and Owned

Congratulations to Willie DeShazo on his Overall Best Bred and Owned !

Willie DeShazo's 6 month old heifer DeShazo's Opie won Champion Bred and Owned Heifer at the Spring 2004 Leflore County Livestock Show in Oklahoma on March 05, 2004. The Bred and Owned Heifer is a class with all the various breeds. A first for the Blues!!

Great job Willie!!

Journal & Newsletter Schedules and Info

Please keep the new advertising schedule and prices. Help us maintain the schedule and prompt delivery of the publications.

Journal

Fall Issue – Advertising Deadline is Aug. 15. Bring all your information to the Iowa State Fair!

The pricing for breeders to advertise is:

Inside Front Cover - \$125

Inside Back Cover - \$125

Back Cover - \$150 (color)

One Full Page - \$100

½ Page - \$65



Photographs will be an additional \$10 for each. You will need to provide your information. If you have farm/ranch logos, they will need to be camera ready. Any questions about the journal can be directed to Glenda at the office.

Newsletter

July/August 2004

November/December 2004

Deadlines for Newsletter:

July issue – June 15, 2004

November issue – October 15, 2004

Remember, classifieds are *FREE*.

Calendar of Events

Come show off your BLUES !

❶ **Ozark Empire Fair** Springfield, Missouri
August 3-5, 2004
Entry Deadline is June 25
Cattle in Place by Noon August 3rd
Show is at 9 a.m. August 5th
Release at 8 p.m. on August 5th
Judge will be Steve Kinser of Houghton,
Kansas

For more information call Connie Brooks at
417.759.7916 or to www.ozarkempirefair.com.
There are many hotels and motels in the area.
Call early for reservations.
✓ Econo Lodge 417.869.5900
✓ Sheraton 417.831.3131
✓ Drury Inn 417.863.8400

❷ **Tulsa State Fair**, Tulsa, Ok
September 30 – October 4, 2004
Cattle move in September 30th
Show is October 1st at 4:00 p.m.
Release is October 4th
Judge is Ed Atkins, Paris, Texas
Hotel reservations can be made at the Holiday
Inn Select at 800.836.9635 or 918.278.7351
(Rooms are blocked for ABBB)

❸ **Ozark Farmfest**, Springfield, Missouri
Ozark Empire Fairgrounds
Oct. 1-3, 2004

Your support and participation, as always,
contribute to the success of the Belgian Blue.
Call or email the office for more information.

Please inform us of any other Blue events.
We will be happy to add them to the ABBB
website.

YOUR ABBB website: www.belgianblue.org
Up-to-date information 24/7
Breeder websites only \$100 !

Membership Dues

Membership renewal date was Jan. 1 for the
2004 membership. Membership dues are still
only \$50.00. If you have any questions
concerning your membership, please contact
the office. And thanks for encouraging new
breeders to join!

ABBB Membership offers BENEFITS!

- ✓ Complete Registry
- ✓ Youth Program
- ✓ Scholarship Program
- ✓ Internationally Recognized
- ✓ State Affiliates
- ✓ Listing in the Membership Directory
- ✓ Internet Advertisement in Membership
directory
- ✓ Link your site to ABBB
- ✓ Free Newsletter Classified Ads
- ✓ Breeder Referrals
- ✓ Parent Verification & DNA Testing
- ✓ Internet Updates

With your membership renewal or
registration, please include a brief summary of
your operation. The details you provide help
us refer potential customers to your farm or
ranch.

Welcome New Members

Call To Post Farms

John Reid, Jr.
P.O. Box 19651
Louisville, KY 40259
Tel.: (765) 284-4166
e-mail: John.Reid@samtec.com

Underhill Farms

Lynn Kaufman
187 21st Avenue
Mound Ridge, KS 67107
Tel.: (620) 345-8415
e-mail: lynn@underhillfarms.com

Classified Ads

3/4 Belgian Blue Bull for sale. 99.5% Black and 2 yr old (in May)

Contact: Steve Dollarhide (580) 245-2370 or e-mail: sdollarhide@kavts.tec.ok.us

Fullblood Bulls Needed

Contact: Stanley Jones (936) 564-5581 or email: windhill@netdot.net

High Percentage Commerical Breeding Age Bulls for Sale

Contact: MNP Farm at (417) 759-7916 or email: info@mnpfarm.com

Send us your classified ads. **FREE listings** on the Internet AND in Newsletters.

Laura's Lean Bull Program

"Cradle to Grave" Program available to producers. Following is some information reprinted from Laura's Lean website:

"Premium for Bulls

Laura's Lean Beef is constantly looking for exotic bulls (Limousin, Charolais, Simmental, Gelbvieh, Belgian Blue etc.) to use in our ground products. We pay premiums for lean, heavy muscled cull bulls. We pay \$100 per head premium above the slaughter bull



market for bulls free of antibiotics and added growth hormones from birth until slaughter (cradle to grave). We pay \$50 per head premium for

bulls free of antibiotics and added growth hormones for 20 months prior to slaughter.

If you have:

- ✓ 20-Months
- ✓ Cradle to Grave

bulls to sell please contact your regional representative.

Summary Benefits

- ✓ Premiums over the top of the market for bulls.
- ✓ Cull bulls go straight to slaughter rather than to other breeders.
- ✓ When selling several bulls (depending on location and size of bulls), we will pick up bulls and pay freight."

Visit the website to find out more and get updated info: www.laurasleanbeef.com

Hospital features BB Meats

In Decatur Illinois, the Decatur Memorial Hospital Integrative Center for Health and Wellness' "Apple-A-Day Emporium" features "Belgian Blue Beef that is low in fat, cholesterol and calories and high in protein."

Visit their website at:

www.dmhcares.org/services/ichw/wellnesscenter.html

Logo for the ABBB

The ABBB is currently looking at propositions for a logo. This logo will be used on promotional and fundraising materials, our website and publications.

New Website for the Belgian Blue Herd-Book in Belgium



The Belgian Blue Herd-Book launched a new website with extensive English-language content and new indexes. Visit the new site at www.hbbbb.be.

USDA Forecasts Final COOL Rules By July

USDA hopes to have final regulations for mandatory country-of-origin labeling (COOL) published in the July 1 Federal Register, says William Sessions, USDA Agricultural Marketing Service (AMS) associate deputy administrator. Speaking to the annual Prime Label Consultants' Food Regulatory Conference in Arlington, VA, Sessions said USDA must get the rules out as soon as possible to assist seafood producers and retailers in meeting the Sept. 30 deadline for COOL implementation. Wild-caught and farm-raised fish aren't covered by Congress' two-year moratorium on COOL implementation passed in January.

Because of the moratorium, other products covered by COOL, such as beef, pork, lamb, produce and peanuts, don't have to implement COOL until September 2006. COOL proponents, however, are trying to undo that postponement. Sessions says 6,000 comments regarding COOL were submitted to AMS.

-- Food Chemical News (compliments of COW-Calf Weekly)

Check Out www.beefacademy.com for Animal ID Training

If you're interested in a comprehensive, hands-on experience in electronic animal identification (ID) and traceback, check out the KSU BEEF ID Academy program. The program will be held four times this spring and summer. Find out more about the curriculum, sponsors and registration at www.beefacademy.com.

A cooperative venture between Kansas State University (KSU) and BEEF magazine, the KSU BEEF ID Academy is a two-day, intensive seminar being held at the KSU ID Beef Facility in Manhattan, KS. The workshops will teach attendees specifically about the issues surrounding automatic ID and the conversion of the captured data into usable information.

The seminars, set for June 2-3, June 14-15, July 19-20 and Aug. 2-3, will teach participants about current issues surrounding individual animal ID, proposed standards, basic components of an electronic ID system, how to select the optimum hardware, the principles of Statistical Process Control, and how to apply the learned concepts to commercial software programs.

--Joe Roybal (compliments of COW-Calf Weekly).



New Fact Sheet Available at www.beefstockerusa.org

"BVD Wildfire" is the latest fact sheet available for free download at www.beefstockerusa.org. The fact sheet covers symptoms of bovine viral diarrhea (BVD) as well as confirmation, prevention strategies and managing the potential for further infection, particularly in dealing with, and minimizing, persistently infected calves.

The Web site is a cooperative venture with BEEF magazine and Kansas State University and is a storehouse of research and information on all aspects of stocker-cattle management.

-- Joe Roybal (compliments of COW-Calf Weekly)

Beef Demand Index Jumps 10.4% in First Quarter

Preliminary data for first quarter 2004 indicates the Beef Demand Index (BDI) jumped 10.4% compared to the first quarter 2003. BDI reflects a combination of per capita consumption and consumer spending for beef.

A robust economy, coupled with strong consumer spending and a changing perception among consumers of protein's role in the diet all contributed, says Gregg Doud, chief economist for the National Cattlemen's Beef Association (NCBA).

Since the beef checkoff began focusing on new product development efforts about six years ago, more than 2,100 new beef products

have come to market, adds Nelson Curry, a Paris, KY, producer and chairman of the Cattlemen's Beef Board, the body charged with administering the beef checkoff.



"The beef checkoff program has been critical in getting new products out there that appeal to consumer demand for convenience, variety, versatility and nutrition," Curry says.

-- Joe Roybal

Shifting the Focus from Efficiency to Effectiveness

The cattle industry has done a remarkable job of producing more pounds per acre, and in distancing itself from other countries in terms of providing more saleable, high-quality product per cow exposed. In fact, along with the efficiencies in transportation, feeding, packing and processing, the combination has largely negated the advantages several countries have over the U.S. in terms of land and labor costs.

"Effectiveness is producing a specialized product for a specific market in a way that it can sustain higher-than-commodity prices."

The emphasis is shifting from efficiency to effectiveness. Effectiveness is producing a specialized product for a specific market in a way that it can sustain higher-than-commodity

prices. In the past, this trend was misinterpreted to mean that being a low-cost producer is no longer important or, worse yet, that there isn't an opportunity to lower one's cost structure.

Being a low-cost producer will always play a significant role in the economics of our business. In fact, it's likely to be the key in being able to implement value-added opportunities.

Initially, participating in branded, value-added or differentiated production will require additional investment. Low-cost producers will be the only ones able to participate successfully in many of these new business models.

There tends to be three categories of premiums: low-cost premiums (cost advantages over the average producer), partnership premiums (synergies created by working with partners vs. adversaries and removal of redundant or non-value creating practices), and value-creation premiums (sustainable advantages created by developing brand equity, and exceeding the expectations that consumers have of similar products in the marketplace).

These premiums seem to be essentially equivalent, with each category offering roughly the same opportunity for improved profits. Large entities that have concentrated on economies of scale, as well as margin operators, likely will continue to primarily emphasize costs. Others will focus on either partnership or value premiums. But the most successful will focus on all three.

Consumer confidence remains well above year-ago levels. With an index of 92.9, it's climbed back to the levels the economy enjoyed in November and December 2003. Retail sales have grown 11 of the last 12 months.

The Gross Domestic Product (GDP) for the last quarter was up 4.1%, and has grown at more than a 6% annual rate the last two quarters (3.5% is what economists consider the goal for long-term growth).

The Institute for Supply Management index continues to show the manufacturing sector expanding; the index has been above 50% since July. Factory orders in March were up a sizzling 4.3%. Unemployment rates continue to drop, and the economy has shaved .5% off the rates in the last year. Inflation remains well below 2% and has not become an issue. This indicates interest rates will remain near historic lows in the short term to further economic expansion. Low interest rates continue to drive a robust home sales market as well.

While nearly every economic indicator is pointing toward an expanding economy, there are concerns about the chilling effect of rising energy costs in terms of driving inflation, eventually slowing



expansion. Also, the current political campaign is promising to be bitter and could short-circuit the economy.

Psychology is undoubtedly the most important indicator. The political climate is such that candidates spend far more time tearing each other down than building up America. It's far easier in today's age of sound-bite politics to know what or whom somebody is against than what it is that they stand for and are working toward.

-- Troy Marshall

ABBB Members in the News

Belgian Blues special beef breed for the Buss family in AgriNews

Read the full article online:
webstar.agrinews.com/agrinews/365768842782915.bsp

Producers bet on natural beef

By Janice Schindeler in the Houston Chronicle

"No doubt about it: branded, naturally lean beef is the wave of the future," says Stanley Jones of Belle Brook Farms Natural Beef. There is a growing herd of Texans who think Jones is right: anxious consumers who want beef they can trust and at least two other lean-beef producers who have entered the Houston market..."

Read the full article online:
www.chron.com/cs/CDA/ssistory.mpl/food/2517298

All about Tattoos

When registering a calf, the tattoo information must be included on the application for registration. Following is the required tattoo information as listed in the ABBB rules and regulations:

Herd designation letters are an exclusive combination of three or four letters allotted to each herd. These may involve a combination of the initials of the breeder who must submit his proposed designation for Association approval.

Tattooing is to be done in one or two rows in the inside of the calf's left ear. If in two rows,

the herd designation letters are to be tattooed on the top row. The sequence number and year letter are to be tattooed on the bottom row.

The sequence number of those calves intended for registration is the number of the calf, beginning at 1, in order of calving in each herd in each calendar year, irrespective of sex and irrespective of corresponding herd book registry.

All calves must be named with a year letter, for example:

A	1991	J	1999	T	2007
B	1992	K	2000	U	2008
C	1993	L	2001	W	2009
D	1994	M	2002	X	2010
E	1995	N	2003	Y	2011
F	1996	P	2004	Z	2012
G	1997	R	2005		
H	1998	S	2006		

The letters I, O, Q, and V are not used.

Examples of tattoos: DFB 1B, DFB 2B, DFB 3B

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