

The Angus Connection

March 2024

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Association
www.vaangus.com

A Letter From Your President...

Scott Bennett



Hello, and I hope that 2024 is treating you well! For those of you who are beginning calving for the spring, I trust that the calves are up and nursing and the hooks and chains are left in the truck! My name is Scott Bennett, and I'm honored and excited to be the Virginia Angus Association President for 2024. This year is an exciting year for me and will be an exciting year for Virginia Angus. After an extremely successful 2023, we are off to a great start in '24 and I look forward to the Association delivering value for its membership. First of all, I look forward to seeing many of you at our new annual meeting venue, the Virginian Hotel in Lynchburg, VA. I'm very excited we have a fresh feel for our annual meeting, including a dynamic speaker in Bruce Cobb with Certified Angus Beef to be our keynote. For the first time in

many years, we are scheduling to have a Virginia Angus Field Day later in the year. We are also well into the planning stages of our annual GIFT Sale for April in Harrisonburg. The Breeders show this past fall was a tremendous success, much to the hard work of association members, and I'm sure we will similarly exceed expectations in '24. As an association, we are thinking outside of the box in '24 to provide you greater value. I ask that you hold me and our Board accountable for being active in Virginia Angus events, including your shows and sales. With a fresh outlook, a strong Virginia Angus industry, and a motivated board of directors, I feel 2024 is going to be a great success! Thank you for your membership and continued support of Virginia Angus!

2023 Breeders Show & RSVP Jackpot: Another Successful Year

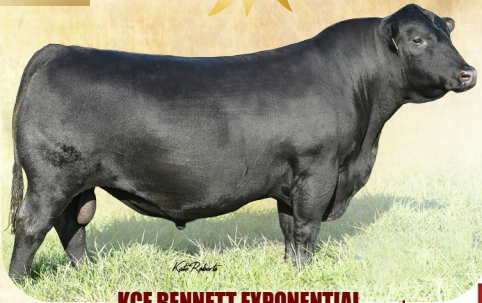
The 61st Annual Virginia Angus Breeders Show took place on December 9 & 10, 2023 at the Rockingham County Fairgrounds. This event proved to be another HUGE success thanks to all the hard work from the planning committee and volunteers. The addition of a second ring for the RSVP Jackpot show and opening showmanship to all exhibitors helped to grow entries to a combined 595!

The ever-popular gun raffle was back and sold each and every of the 250 tickets available. A huge thank you to Chris Wojo for his organization of this raffle each year and all of the members who helped to sell tickets.

Congratulations to all our Junior exhibitors on their successes in the ring! We look forward to seeing you all for this year's show.

CELEBRATING

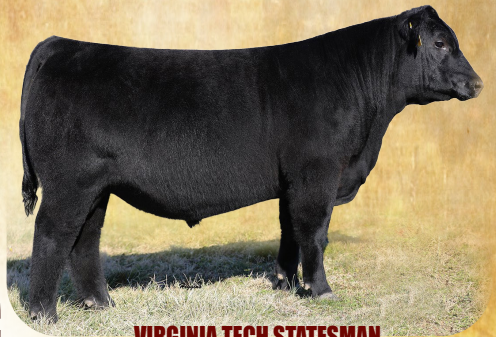
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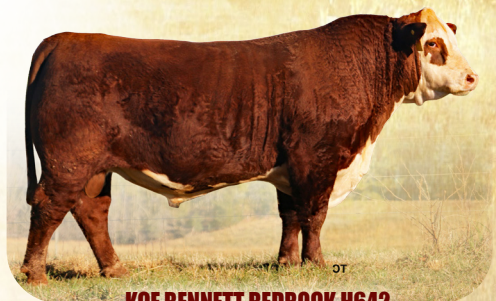
APRIL 13, 2024

Saturday, 12:00 Noon EDT

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P.O. Box 117 • Red House, VA 23963
Martha Johnson, Office Manager
(434) 376-3567
knollcrest@knollcrestfarm.com

Save the Date!

2024 Virginia Angus GIFT Sale in
conjunction with Virginia Beef Expo
Friday, April 19th • 12 Noon
Rockingham County Fairgrounds

Visit www.vaangus.org to view the Sale Catalog and Sale Videos
on our GIFT Sale Tab (under the Members Tab)!



MILLER FARM, LLC & FRIENDS ANGUS PRODUCTION SALE

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Roasting Season Showdown

ARTICLE & RECIPE COURTESY OF: CERTIFIED ANGUS BEEF TEST KITCHEN

The roast of the year, the Strip Roast, has been stealing the show this roasting season. We prioritized this cut due to its economic benefits and efficient carcass utilization. Its versatility makes it an ideal choice for maximizing returns and reducing waste while we all navigate a smaller cattle supply and market volatility.

Retailers watched strip sales skyrocket – 10.2 million pounds were sold off the shelves in November and

December! It took 408,000 head of cattle to meet that demand.

A look at price shows the average cost in Nov/Dec 2022 for a strip roast was \$7/lb. 2023 saw a 16% increase at \$8.14/lb. Sure, some of this jump is due to inflated beef prices, but we also argue that nearly half of that is due to increased demand.

It gets better. In December alone, the brand hit a whopping 100 million pounds sold of the Certified Angus Beef® brand.

To continue meeting our increasing sales goals, CAB partners need to sell at least that much nine months out of the year. It's not possible without our sales marketing team supporting our licensed partners so they can bring more of the best beef that you're raising to families across the globe.

Try the strip at home with this Herb Rubbed Top Round Roast!

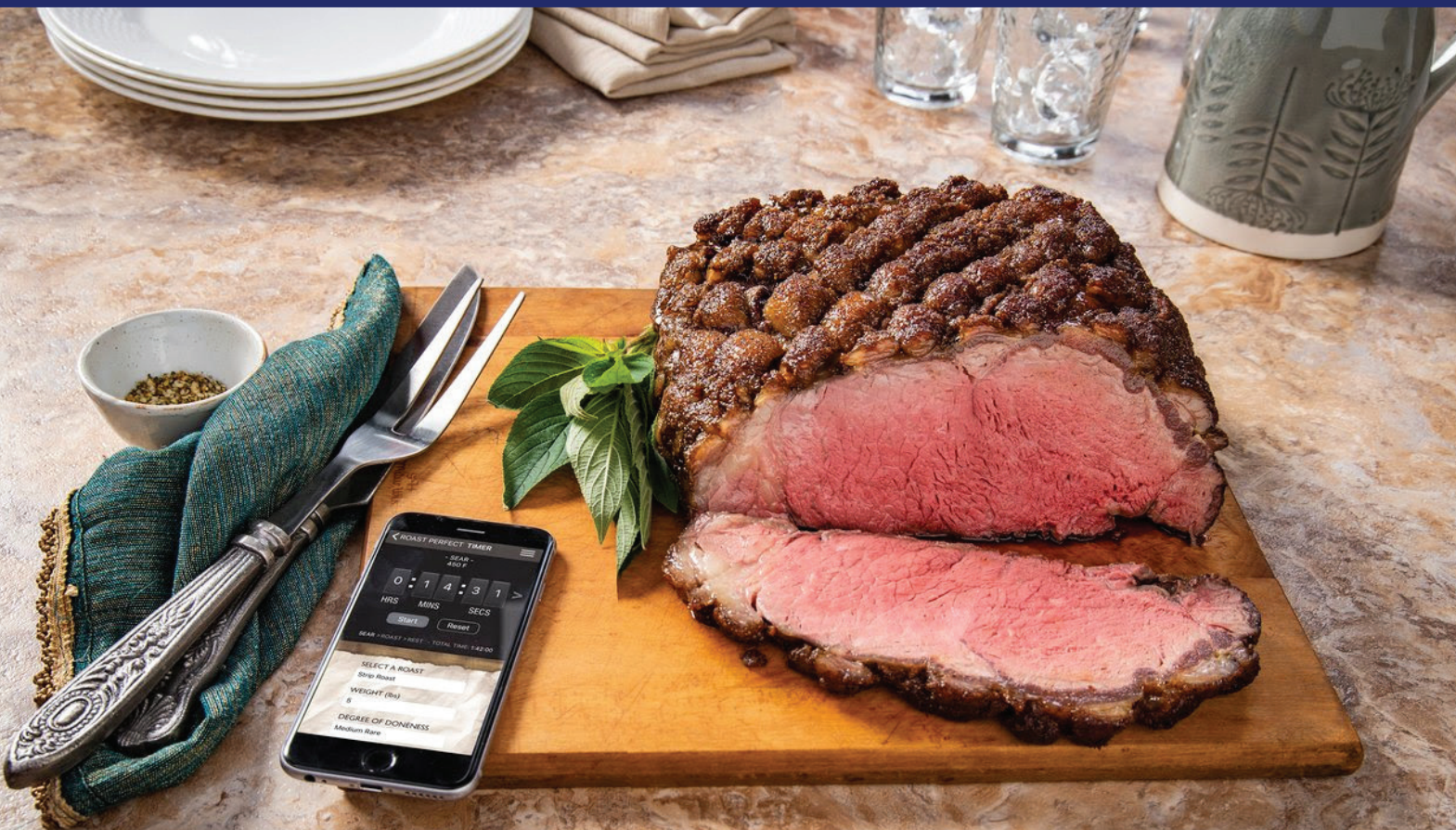
Herb Roasted Round Roast

Ingredients

- 4 pounds Certified Angus Beef ® top round roast
- 4 teaspoons dried oregano
- 4 teaspoons dried thyme
- 2 teaspoons crushed dried rosemary
- 2 teaspoons coarse kosher salt
- 1 teaspoon coarsely ground black pepper
- 1 teaspoon dry mustard

Preparation Instructions

1. Preheat oven to 450°F. Combine all ingredients and rub evenly on top round roast. Place roast in a shallow roasting pan fitted with a rack. Roast for 15 minutes, then reduce oven to 350°F. Roast approximately 1 hour for medium doneness (135-140°F).
2. Remove from oven, tent loosely with foil, and let rest 15 minutes before carving thinly against the grain.





VIRGINIA BEEF CATTLE UNIVERSITY

The Virginia Beef Cattle University is a multi-day statewide event that aims to educate beef producers of all backgrounds and interests. The Virginia Beef Cattle University will showcase the Virginia beef industry and producers through a variety of educational and networking opportunities.



**July 14-16, 2024
at the Virginia
Tech Inn**

The Virginia Beef Cattle University will be July 14-16, 2024. The conference will feature trade show vendors, entertainment, and a variety of educational topics for youth and adults! This event is an all-inclusive event for beef producers and the industry to connect with one another more personally.



Herd Health



Marketing



Nutrition & Forages



Business Management



Reproduction



Meat Science

Registration expected to open March, 15. Please contact Lisa McCormick at Idellis42@vt.edu or 540-231-2792 with any questions you may have



2024 Handbook

Virginia Angus Association

Full Page
Live Area:
4.5" x 7.5"

Trim Size
5.5" x 8.5"

Full Bleed
Allow 1/8" Bleed on trim size

1/6 Page
2.1875" x
2.4167"

1/4 Page
4.5" x 1.875"

1/2 Page
4.5" x 3.5"

We are hard at work to continue the tradition of making the Virginia Angus Handbook one of the best association handbooks in the country. Handbooks are distributed to members, producers attending sales in Virginia and neighboring states and field days along with new breeders buying their first cattle. We pledge to distribute as many or more as last year to keep as many breeders as possible aware of Angus activities in Virginia as well as the great breeders that make up our association.

Copy deadline for Summer distribution -
April 22nd, 2024

The entire handbook prints in full color

Rates:

Preferred Full Page	Starting at \$500
Full Page	\$400
1/2 Page	\$250
1/4 Page	\$175
1/6 Page	\$150

AD Dimensions

Live size 4.5"w x 7.5"h

Trim size 5.5"w x 8.5"h

Full bleeds available (allow 1/8" larger than trim)

Line screen 300dpi

- All colors should be converted to CMYK (no pantones or RGB)
- Only PDF files are accepted and should be press quality (300dpi)

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Bealeton, VA 22712
540-439-3254

Rappahannock
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Due by May 1, 2024

*To be included in the
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*Membership forms are
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Congratulations

To our 2024 Annual Award winners, presented at the 2024 VAA Annual Meeting at the Virginian Hotel in Lynchburg, VA!

Hall of Merit: Lou Inzeo
Handbook Dedication: Walter "Buddy" Shelton
Commerical Cattlemen of the Year: Robbie Reeves
Cattlemen of the Year: John Michael Knight
Herdsman of the Year: Fernando Sanchez
Promoter of the Year: Audley Farm
Seedstock Producer of the Year: Pratt Cattle Company
Angus Family of the Year: The Michael Family

Jr. Award Winners:

Outstanding 1st year member: Layla Grimm
Jr. Outstanding Member: Ella Jane Michael
Sr. Outstanding member: Madison Stratton
Jr. Premier Exhibitor: Kadyn Harris
Sr. Premier Exhibitor: Madison Stratton
William Stokes Award: Madison Stratton

John Gall Scholarship Winners:

Suter Clark
Gordon Clark
Mandy Bramhall
Ryan Borer



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Virginia Angus Association

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Upcoming Events

March 23	45h Annual Southwest Virginia Performance Tested Bull Sale
March 29	Miller Farm, LLC & Friends Angus Production Sale
March 29	G&E Premium Assured Bred Heifer Sale
April 2	MC Livestock Spring Bull & Female Sale
April 5	Pratt Cattle Company Spring Turnout Sale
April 13	Knoll Crest Farm's Spring Bull & Female Sale
April 19	GIFT Sale @ VA Beef Expo
May 4	Whitestone Pasture Performance-Tested Bull and Female Sale
June 6-9	ERJAS
June 29-July 6	National Junior Angus Show
October 5	Point Pleasant Angus Production Sale
October 19	Whitestone Brand of Quality Angus Sale
November 2	Mystic Hill Production Sale
November 2	MC Livestock Fall Bull Sale
November 16	Shelton Angus & Dogwood Farm Bull Sale
November 29	Pratt Cattle Co. Black Friday Bull and Female Sale