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Dear Minnesota Angus Breeder

The end of 2011 will bring us another change for 2012. The Minnesota Angus Association continues to be a progressive organization that offers its members opportunities to meet their needs for marketing, education and breed promotion. 2012 will bring us a new means to market our Angus Cattle through the 95th Minnesota Angus State Sale.

Enclosed with this letter are your membership materials for 2012. Consignment information for the 95th Minnesota Angus State Sale is also included. As you review this information, you will notice the changes for this year.

In an effort to provide our members with effective ways to market Angus Cattle, the association is taking the lead in organizing the Minnesota Beef Showcase, Sale and Agribition. The first Minnesota Beef Showcase will be held at the Red Horse Ranch Arena in Fergus Falls on March 29, 30 and 31. The Showcase promises to be a major event for cattle producers of all beef breeds. As plans for the Showcase are developing, the association has received excellent response for other breed associations, advertisers, the Fergus Falls Chamber of Commerce. Our annual state sale, meetings and banquet will be held in conjunction with the Showcase. The annual meeting will be held Friday morning March 30 at 10:00 at the Arena. The banquet will be held at the Bigwood Event Center in Fergus Falls with the social hour beginning at 6:00pm and supper served at 7:00pm. Room reservations may be made at The Best Western, Falls Inn and Suites, call 800-293-2216, to make reservations under Minnesota Angus Association or Minnesota Beef Showcase.

The Board of Directors has been exploring ways to improve our annual events and bring consignors and buyers together in the most profitable way. As plans for the move were discussed, the board recognized the potential of Red Horse Arena. Moving to Fergus Falls will provide our members with a more centrally located event. From north to south, Fergus Falls is in the center of our state. The Showcase will attract a wide range of customers from a larger beef producing radius. All other breed associations were invited to participate in this event. We have received excellent response in this endeavor. Along with the Minnesota Angus State Sale, we will have three Breed Association sanctioned sales; Maine Anjou, Gelbvieh and Limousin are organizing their own breed sales. Consignments from any other breed will be welcomed. Together, advertising rates and costs can be kept low. One major advantage to hosting multiple breed sales is that producers who raise more than one breed will be able to market cattle at one event and producers will also have opportunity to purchase more than one breed. Attendees will have the chance to learn about new products for the beef industry through a trade show. The event will also feature an educational seminar planned with the U of M Beef team and others. The board is very pleased with the interest from breeders of all breeds and the media. All agree the Minnesota Beef Showcase Sale and Agribition is an event Minnesota is lacking and we look to bringing the whole Minnesota Beef industry together for an all breed sale, educational seminar and a trade show.

I want to thank our Angus Board of Directors for their vision for the future of the Minnesota Angus Association. Also thank you to our Junior Board of Directors for their vision to the future of our junior program. Both organizations have taken steps to increase memberships and offer more to their members. The juniors have also taken on more responsibility of their finances. Both groups are laying foundations for a great future.

Don't forget to please mail your annual membership application as soon as possible. We are taking consignments for our 95th Minnesota Angus State Sale. Use the new generic consignment form that has been developed for the sale. Feel free to call a board member or myself with questions or help in selecting your consignments.

On behalf of the Board of Directors, we look forward to working with you for another year and seeing you at the new, first annual, Minnesota Beef Showcase, Sale and Agribition which will be the host to our Angus events!

Sincerely,

Jim Scharpe, Executive Secretary