

# System provider in ANGUS business



**ANGUS GROUP**  
BEEF \* CATTLE \* TRADING

No.4/2015



#### Feeding groups:

Group 1 receives grass + mineral feed

Group 2 receives grass + mineral feed + 1 kg of grain

Group 3 receives grass + mineral feed + 2 kg of grain

## Advantage Angus - Benefits of an efficient breeding system

Feeding efficiency is the key word that will complement the ANGUS Group in the upcoming months. Together with the Regional Office for Agriculture (LFL) in Munich, the ANGUS Group analyses the effects of different grass based feedings on German Angus cattle.

The aim of this study is to optimize the efficiency of fattening results. Highest quality beef at low feeding costs is the slogan. The test with 72 male Angus yearlings has been running since October 2014. The results are expected by the organizers in June this year.

The feeding test is accompanied by ultrasound measurements. „We want to see how the proportion between the back muscle area, marbling and fat cover develops,“ says Bernhard Delle, General Manager of ANGUS Group. So he wants to identify the most suitable genetics for the market oriented production of beef.

By carefully controlling the beef production, all breeders and farmers and beef producers involved will ultimately benefit through better marketing results. This is the idea of the Angus system: grass-based beef production, supplemented by modern scientific breeding instruments. This is how quality products for responsible consumers are developed in nature.



Dear Reader,

We are permanently working to improve our Aberdeen Angus System. Now we are concentrating on the Feed Efficiency issue. We want to offer our partners ideal conditions for fattening. Therefore, we are currently involved in a test, with expected results at the middle of the year. In 2014, the search for optimisation potential has driven us to reputable farmers from Australia and USA. We brought back to Germany valuable know-how on herd management and also valuable new genetics.

We have also intensified the European trade relations. Our international sales network is constantly expanding, resulting in benefits for the participants of our branded beef program Certified Angus Beef Germany.

*Enjoy your reading,  
Bernhard Delle und Samuel Widmer*

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Customers appreciate quality beef**
- 3. Export of the successful Angus systems  
Learning from international breeders**
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with Angus animals**

## 1. Branded meat program with Angus beef in Germany





**Certified Angus Beef Germany covers all 4D**  
All Angus meat from the beef labelled program "Certified Angus Beef Germany" are 1. born, 2. fattened, 3. slaughtered and 4. processed in Germany.



## Premium-Beef throughout Germany possible due to Certified Angus Beef Germany

**Branded beef with certificate of origin** that is what more and more German consumers ask for. In discussions with major retailers, the demand for selling premium beef of reliable quality across Germany always came up. Currently there are only a few suppliers that can meet these requirements. ANGUS Group with its decentralized breeding system for Certified Angus Beef Germany is one of them.

**Approved breeding and fattening system**  
*"The ANGUS Group offers a proven breeding and fattening system. We are producing branded beef for the German market. We work with breeding plans in order to deliver together with our partners custom made beef based on the consumers' wishes."*  
Samuel Widmer

„Healthy fat due to grass feeding is what the modern beef lovers are looking for“, says long-time cattle breeder Bernhard Delle. „Thanks to the grass feeding, Angus beef for example, has a balanced proportion of natural Omega 3 fatty acids. This particular beef I can eat with a clear conscience“. The Angus cattle, being fattened through grass feeding, are therefore not in competition with human consumption.

## Customers appreciate reliable beef quality

Reliable quality, regional origin, short transportation distances. Many partners of ANGUS Group, including companies in the food service or retail chains, bank on Angus beef because this can be delivered throughout Germany in the required quality. „We are in the fortunate situation that we operate on market demand. Customers order a certain beef quality that must be provided by the breeding partners. Our slaughtering plan is four months in advance,“ says Bernhard Delle. Reliable quality and delivery is especially important to customers, and this is what they appreciate.





## Export of the successful Angus System

The successful model of ANGUS Group is being expanded in Europe.

The basis for this expansion was laid by Managing Directors Samuel Widmer and Bernhard Delle in 2014. The focus is on agricultural markets associated with growth potential. „At the moment, we are interested especially in Central and Eastern Europe“ informed Bernhard Delle. Bernhard Delle sees particularly promising the situation in Serbia. „For 20 years there has been no investment made in the Serbian agriculture. However, there is still an infrastructure on which to build on.“ In collaboration with government agencies and selected companies, Bernhard Delle is working on a pilot project. The project details are being currently negotiated by the leaders of ANGUS Group on site. The first farms are starting to breed Angus cattle this year. Similar projects are planned in other countries, such as Hungary.



## Learning from international Angus breeders

### Continuous growth

The breeding, fattening and marketing system of ANGUS Group is a successful model in the German agriculture. Since its founding in 2010, the company recorded steady growth, both in terms of the number of cooperating breeding and fattening farms, as well as the marketing partners.

Since decades, farmers in the US and Australia are betting on the Angus breed. If you want to successfully grow and market Angus cattle in Europe, you can't skip the know-how of the overseas Angus experts.

ANGUS Group already works with genetics from Australia.

The trip to Australia in 2014 was also made in view of efficient production and herd management. The major Australian companies, to mention only a few: TeMania, Bald Blair Anderson, Hazeldean or Raff Angus - all work with functional, easy-to-manage animals. This is the recipe to produce high quality for export - mainly in the Asian market.





## Intensification of European trade relations

The system of ANGUS Group includes not only breeding, fattening and beef marketing, but also the support for trading the Angus calves, heifers, bulls or Angus genetics.

This year, the company plans to expand its international trade, particularly in Eastern Europe. Last year, the company bought for the first time, from the Czech Republic, breeding and fattening animals for partner companies. But beyond this, the ANGUS Group is constantly looking for partner companies that meet the high quality requirements of the system.

Fact: The demand for Angus beef is growing in Germany and therefore

the need for breeding and fattening Angus cattle. This demand is met by ANGUS Group and its partners with its premium beef that is produced exactly according to customers' request.

### Reliable delivery pays off

The ANGUS Group system provides double security. We guarantee the purchase of calves at fixed prices to the partner producers. These prices are, based on the quality, between 80 and 100 Euro above market prices. Why? Because marketing partners are benefiting from the security of the supply system, and for this they are willing to pay an additional price.

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**We wish you a successful year 2015 - as a partner of ANGUS Group!**

### We buy/sell

- ★ heifers ready for mating
- ★ pregnant heifers
- ★ reproduction bulls
- ★ semen from international breeders

### We mediate

- ★ weanlings
- ★ slaughtering cattle

### We are looking for

- ★ fattening places to increase production

## Aberdeen Angus-Auction - 25.04.2015 in Wertingen!

Import cattle and for the first time German Aberdeen Angus cattle are waiting you at the Aberdeen Angus auction.

Are you interested in a partnership or do you want to know more about our services?

Please get in contact with our competent team by phone: +49 9073 9588 233.

We are looking forward to answer your questions or to establish a meeting with you.

You can also find more information on our website: [www.angusgroup.eu](http://www.angusgroup.eu)

