

# ANGUS



Argentina 2011



**WORLD ANGUS SECRETARIAT TECHNICAL MEETING**  
OCTOBER 9-16, 2011



THE SOUTHERNMOST ANGUS HOME IN THE WORLD



## Buenos Aires The Capital City

Buenos Aires city is situated on the coast of the De la Plata River. With more than 13 million inhabitants on Buenos Aires and surrounding, it is one of the biggest cities of South America. Being an important economic and cultural center, Buenos Aires is also called the "Paris of the South" strongly influenced by European culture while retaining Latin charm. Its architecture shows the combination of different styles, and gives it a special beauty. It is one of the most sophisticated cities in Latin-America renowned for its nightlife and cultural activities.

With its countless shopping centers, restaurants, bars and cafes, bustling streets and nocturnal population, Buenos Aires is a place of infinite movement. It seems hard to find another city in Latin America with so much passion and excitement, theatres, cinemas, museums and different cultural activities make it a very recommendable city to visit.



## Liniers Cattle Market

This is one of the foremost cattle trading centres in the world. It has been a true price-setting market in Argentina and an undisputed reference centre for all cattle related transactions in the country. All these features turn it into a unique location the world over serving a large proportion of 10,000,000 consumers in Buenos Aires and neighbouring areas.



## Horses & Polo

Ever since they landed in the continent, horses have been loyal companions of Indians and "Gauchos". They adapted to different landscapes and very often were the sole means of transport.

Argentina, one of the top locations for horse breeds, hosts the world-renowned Argentine Polo Open Championship. Its horses are highly valued and demanded by foreign players on account of their quality, speed and resilience. Different activities, preferences and features cause other breeds to be notoriously popular and varied.



## Sport Fishing

Argentina is one of the main and most attractive destinations for sport fishing in the world. It boasts over forty high-value species, distributed all over its vast regions: Patagonia, Paraná and Del Plata Basins, hills and lakes in the central area of the province of Buenos Aires.



## Argentine Farms

The Technical Meeting may also offer a chance to visit very attractive sites of singular natural beauty as well as outstanding Argentine farms. Visitors will have a first hand view of the breeding system in Argentina and the outstanding features of our Angus breed.



# Argentina 2011

Our country will host the coming World AnGus Secretariat Technical Meeting, in October 9-16, 2011. This appointment honours us and fills us with pride. And it provides us with the opportunity to show our Angus cattle-breeders friends the high standards attained by AnGus genetics in Argentina. As well as sharing our beautiful natural resources, some of our cities and customs and, very especially, the warmth and friendliness of our people.

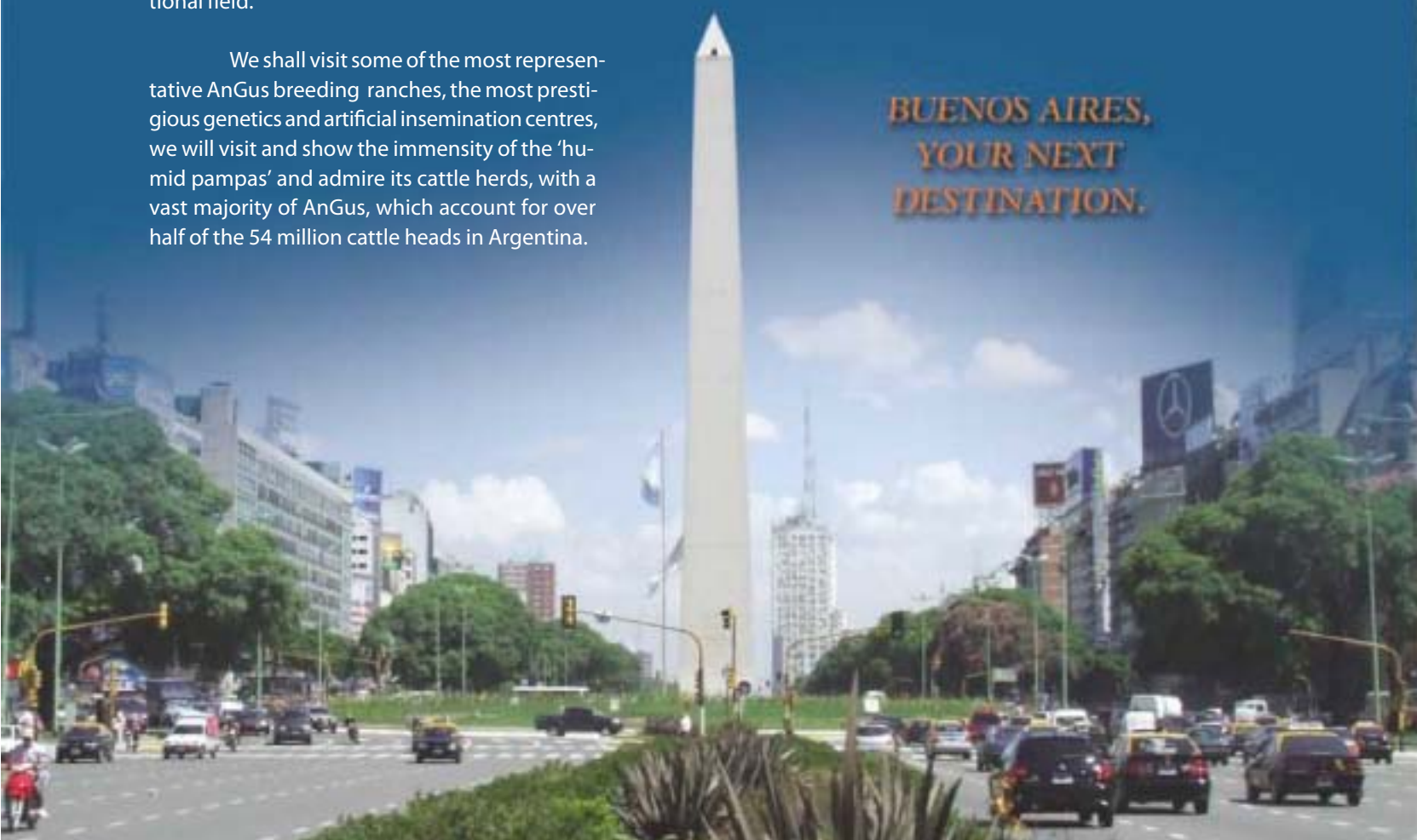
As is usual in these technical meetings, we shall have a chance to learn about the development and continuous growth of the AnGus breed in all five continents. We will also be able to exchange ideas and projects on the technical issues most relevant to our breed in the international field.

We shall visit some of the most representative AnGus breeding ranches, the most prestigious genetics and artificial insemination centres, we will visit and show the immensity of the 'humid pampas' and admire its cattle herds, with a vast majority of AnGus, which account for over half of the 54 million cattle heads in Argentina.

During our journey we will enjoy a few of the main attractions of the 'humid pampas' in the heart of the province of Buenos Aires; we shall share top 'asados' with unrivaled AnGus beef; and we will enjoy some of the tourist, cultural and high cuisine delightful attractions of the city of Buenos Aires.

Once the Technical Meeting is over, those who wish so may choose to remain in Argentina for a few more days and enjoy the various Post-tour options. They may choose to visit the amazing seaside city of Mar del Plata, the outstanding glaciers down South, enjoy whale watching in Puerto Madryn or visit any of the many heavenly locations in our country.

**BUENOS AIRES,  
YOUR NEXT  
DESTINATION.**





## TANGO

Without any doubt, tango is a key attraction in Buenos Aires. The city displays the widest range and variety of shows geared around tango. It may be enjoyed as a dance as well as in concerts and other alternatives.



## FOOTBALL AND RUGBY

Although football is the most popular sport, with Maradona and Messi as its top figures, and several World Championships in its records, rugby occupies a place of honour. Its team, known as 'Los Pumas', enjoys a high international reputation.



## ARGENTINA THE COUNTRY

Argentina is the second largest country in South America. It covers nearly 3,800,000 square km, or 29% of the area of Europe, it stretches 3,460 km from North to South and 1,580 km from East to West.

Argentine weather ranges from subtropical in the north-east, to temperate in the central region, to arid and semi-arid and cold in the southern Patagonia and along the mountains.

Due to its great extension from North to South, the mountain range displays a wonderful diversity of landscapes: from the desert northeastern high plateaus, with valleys, ravines and colourful hills, to the Patagonia region with lakes, forests and glaciers.

In the center of Argentina, the "Pampa" region is the widest and best known plain. It is an agricultural and livestock raising area that comprises the Province of Buenos Aires, the northeastern part of La Pampa, southern Córdoba and Santa Fe.

ARGENTINA. The name conjures up images of soccer, tango, Pampas, "gauchos", cattle and "asados", ... but there is more, much more. It is a country of endless variety that offers a stupendous range of colours, scent, styles, customs, architecture and geography ... that undoubtedly deserve your visit !





## BEEF PRODUCTION – THE ANGUS BREED

Beef production is extremely important for the economy of Argentina, and represents 35-40% of all national agriculture production. Cattle are distributed throughout the country, with the highest density in the Pampa region, which hosts 65% of the national herd and produces 80% of the total beef production in Argentina.

Beef production in Argentina is based on exploitation of natural resources, with traditional extensive grazing, that offers advantages when

compared with other systems. Is in this scenery in which AnGus breed finds its best conditions.

Argentina has today 52 million heads of cattle, and more than 50% of them are pure-blood AnGus while another 20% are AnGus crosses, so we may clearly state that our country has around 26 million AnGus heads, and around 10 million AnGus cows ... these figures will support our Association's conviction: **AnGus is the leading breed in Argentina !**





## Welcome to Argentina, a vast country in the southern tip of the Americas, ... the southernmost Angus home in the world!"

Argentina, renowned the world over for its varied and incomparable natural beauty, its rich soil and the volume and quality of its crops, its dynamic and elegant cities, tango, its cultural life, the warmth of its people, its endless 'pampas', its traditional gauchos and their lore, horses, mate, amazing 'asados' with world-famous meat, delicious wines, sports ... its football, home to Maradona and Messi, the best polo in the world, ... and topping it all, ... its extensive AnGus herds born and bred freely on limitless natural and cultivated pastures, feeding mostly on grass to yield healthy and tasty beef, appreciated by the most demanding consumers in the world.

We are positive that your visit to Argentina in October 9-16, 2011 will be unforgettable, useful and enriching on the technical side, as well as business-wise. Above all, though, we know for sure that each one of our visitors will carry an unforgettable memory of new friends from all the corners of the world with whom they shared the journey as well as of our country, Argentina,... the southernmost Angus home in the world!"



Asociación Argentina de

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