

Raising Standards

Allen Moczygemba, American Angus Association CEO, recounts a year of trials and triumphs for the Association.

by Lindsay King, assistant editor

“Certified Angus Beef® is a testament to having a powerful brand that provides unmatched customer service coupled with the highest quality products in the world,” said Allen Moczygemba, American Angus Association chief executive officer, at the fifth annual Angus Convention hosted Nov. 3-5, 2018, in Columbus, Ohio. “Angus is now synonymous with beef.”

A successful 2018

Despite a year of sporadic weather patterns and wide-spread hardship for the entire agricultural industry, registrations for Angus cattle are up. Each entity of the Association also celebrate hard-fought successes in the past year.

“The success of 2018 would not be possible without a Board and staff working together in alignment,” Moczygemba said. “You should be proud they work so well together.”

Thanks to an increase in genomic testing through Angus Genetics Inc. (AGI), members collectively saved \$1.5 million this year. Moczygemba attributed this to price reductions by Neogen® and Zoetis based on the volume the Association was processing. He said it is a direct result of the members embracing the new technology and its ability to improve their operation.

Angus Productions Inc. (API) is embracing the digital age in 2018 by increasing total page views of online sale books to 42 million.

“If you take a standard page from a magazine and laid 4 million of them

end-to-end, it would cover the route you would drive from Saint Joseph, Mo., to Denver,” Moczygemba said, making a visual connection of the number of online page views.

API completed two magazine redesigns in 2018. What began last fall came to fruition with the January 2018 *Angus Journal* and September 2018 *Angus Beef Bulletin*. Both the *Bulletin* and *Angus Journal* significantly increased their pages of advertising as a result.

“The Foundation continued its mission of serving youth, education and research,” Moczygemba said. “This year we celebrated 50 years of the National Junior Angus Show. It was a great event in Wisconsin with great weather and participation from members young and old.”

Moczygemba reminded the audience how failing to listen to the customer is detrimental to any organization and this was exactly what the breed was doing in the 1970s. Tall and slender cattle trended, while carcass quality simultaneously deteriorated in the business breed.

“Beef consumption over those next 20 years went down because the product didn’t taste as good,” he said. “The American Angus Association Board got concerned about what was happening for the Association as registrations went down by 63.5%.”

A turnaround began with a letter penned by Harold Etling in 1975, explaining the need for a branded beef program. The *Certified Angus Beef®* (CAB®) brand celebrates 40 years of success in 2018, while the



new Angus LinkSM recounts its first 365 days.

Moczygemba compared the decision to start CAB to that of Angus Link. Though very different programs, both required a strategy.

It started simply with a vision, followed by courage, commitment, perseverance, resolve and time.

“There is a common denominator between CAB and Angus Link, and that’s Angus,” Moczygemba said. “You put all these things together and you will ultimately have success.”

Moczygemba said many believe Angus Link has a similar story to CAB, one beginning with a vision, sustaining some struggle, but quickly rising to the occasion.

“When you share the story of Angus, don’t only share what you do every day or the pride you have, share that we are continuously raising our standards,” Moczygemba added. “Not only our standards, but for the entire industry because we are Angus. We are America’s breed.”



Angus Celebrates Achievements in 2018

As improvements in herd quality and performance continued and record amounts of beef were produced, Angus continued to spread influence in the beef industry.

by Kate Ryan, American Angus Association

Fiscal year 2018 (FY18), spanning Oct. 1, 2017, to Sept. 30, 2018, recorded 327,067 total registrations for Angus cattle – the 18th largest year in the Association’s 135-year history. The Association and its four entities experienced exceptional growth across nearly all business metrics, and total assets for the organization reached more than \$66.9 million.

Pledge to progress

FY18 confirmed the dedication AGI has to bettering the breed through research by launching new programs, hitting major

milestones and continuing the focus on improvement. This year, AGI released two new foot score research expected progeny differences (EPD) — the first of their kind in the U.S. for beef cattle. With breeder-reported scores on claw set and foot angle, an initial research analysis allowed for development of the appropriate genetic evaluation model to predict foot score selection tools.

AGI also launched Angus GSSM and HD50K™ for the business breed. Angus GS is the first Angus-specific genomic profiler, which facilitates genomic selection and accelerates breeding progress for

producers by using a broad array of research markers. HD50K for Angus is a new genotyping platform developed specifically for Angus seedstock producers. Both profiles represent a significant reduction in cost for members. Additionally, AGI made history in 2018 by surpassing 500,000 genotypes in the database, with more than 540,000 by the end of the fiscal year — more than three times the next largest beef genomic evaluation. Genomic tests submitted during FY18 grew by 28% from the last fiscal year, totaling more than 162,000 tests.

Media momentum

Angus Media, a for-profit entity of the American Angus Association, achieved major milestones during FY18. Both the *Angus Journal* and the *Angus Beef Bulletin* unveiled dramatic new designs, which were met with great acclaim.

Print production still remains a staple at Angus Media. Targeted to the Association membership, the *Angus Journal* maintains a paid circulation of 13,000. The *Angus Beef Bulletin*, a publication catered to commercial producers across the country who are highly active in the Angus business, continues to be one of the industry’s largest-circulated publications with 65,000 subscribers.

Angus Media has a growing online presence to accompany its print publications. The AJ Daily and Beef Bulletin Extra reach an extensive online audience with 7,500 and 4,300 e-blast subscribers, respectively. Additionally, the *Angus Journal* has accumulated more than 14,500 likes on its Facebook page.

Digital marketing also became a focus area for Angus Media this year. A soft launch of Angus Sales TV in January 2018 prompted a 26%

Continued on page 144



increase in online sale book views from spring 2017 sales. Digital sale book page views, which now offer a video clip feature, have reached 42 million. This year also saw a transition in the way ads were served and appear on *Angus.org* to bring the most accurate website data. This allowed Angus Media to provide more creative consumer reports. Retargeting became an offering for advertisers also.

Connecting the crowd

The communications group continues to make advances in Association-wide efforts by expanding the Association's digital presence. The Association ended the year with 111,000 likes on Facebook, 15,600 Twitter followers, 23,700 Instagram followers and 857,000 YouTube views. *Angus.org* generated 29.5 million views, and the Association sent out 186 news releases to keep members up to date with Association news.

Last year marked The Angus Report's seventh consecutive year on RFD-TV. With 52 episodes aired, the 30-minute show, which is a leading source of industry news for cattlemen and women across the country, generated an impressive 1.9 million views on RFD-TV.

Two full-length I Am Angus documentaries were also released this year – "I Am Angus | Fabric of Our Forebears" as well as "Raising the Steaks."

Fostering the future

The Angus Foundation, the 501(c)(3) not-for-profit arm of the American Angus Association, has a rich history of support for the future of Angus education, youth and research.

This year, more than \$1.5 million in contributions was received from generous donors and funding sources.

conducted with industry partners. Since 2005, the Foundation has invested more than \$1.4 million in

research ranging from eating experience to reproduction and growth performance. These continued research efforts are performed with producers in mind as they have the potential to drive breed improvements and Angus breeders' future decisions.

CAB celebration

Certified Angus Beef LLC (CAB)

commemorated its 40th anniversary by selling 1.21 billion pounds (lb.) of their product for the year. Sales increased by 8.1% from last year, while a new monthly record was established in August when 112.7 million lb. were sold. Almost 19% of all fed cattle harvested qualified for the brand, and on average, nearly 100,000 head per week qualified for CAB also.

Additionally, CAB set sale records in all 12 months of 2018. This included seven out of the 10 best sale months in the brand's 40-year history, including August, which proved to be the most successful sale month on record.

Responding to ever-growing consumer demand for premium beef, Angus ranchers have continued to grow in size and quality of their herds through the best genetics and management practices. This collective improvement translated into a total of 5.18 million cattle qualifying for CAB; that's an increase of 650,000 head or 14.3%, compared to 2017. **AJ**

2018 FISCAL YEAR [OCT. 1-SEPT. 30]

recorded **327,067** total registrations for Angus cattle
the 18th largest year in the Association's 135-year history.

THE ASSOCIATIONS & IT'S FOUR ENTITIES

(API, AGI, CAB®, and Angus Foundation)

Total assets reached
\$66.9 million

A voluntary, inventory-based reporting system designed to capture additional reproductive trait data and, ultimately, expand reproductive and lifetime productivity tools. Resulting in a 21.9% increase in cow enrollment.

NEW to 2018

ANGUSLINKSM
CATTLE GENETICS VERIFIED

ANGUSSOURCE[®]
VALUE ADDED PROGRAMS



At the 2018 NJAS in Madison, Wis., the Angus Foundation presented 111 undergraduate and graduate scholarships, totaling more than \$225,000. In addition to scholarship support, the Angus Foundation worked directly with the National Junior Angus Association (NJAA) board of directors to financially support the inaugural State Training and Angus Retreat (STAR) Conference, Leaders Engaged in Angus Development (LEAD) Conference, Angus/Talon Youth Educational Learning Program Internship, Angus Ambassador and Raising the Bar programs. These educational and leadership training conferences help develop the youth of Angus and prepare them to be future leaders of the industry.

To encourage adult education, the Angus Foundation supports the Beef Leader's Institute (BLI), Cattlemen's Boot Camp, Women Connected Conference and Young Cattlemen's Conference (YCC).

The Angus Foundation also continues to invest in key research

Leadership Elected

American Angus Association installs officers, board leadership at Annual Convention of Delegates.

by Kate Ryan, American Angus Association

Five directors were elected to the 2018-2019 American Angus Association board of directors, as well as a president, chairman, vice president and vice chairman of the board, during the 135th Annual Convention of Delegates on Nov. 5, 2018, hosted at the Annual Angus Convention in Columbus, Ohio.

Elected to serve as officers of the American Angus Association were John Pfeiffer, Jr., Mulhall, Okla., president and chairman of the Board; and Don Schiefelbein, Kimball, Minn., vice president and vice chairman of the Board.

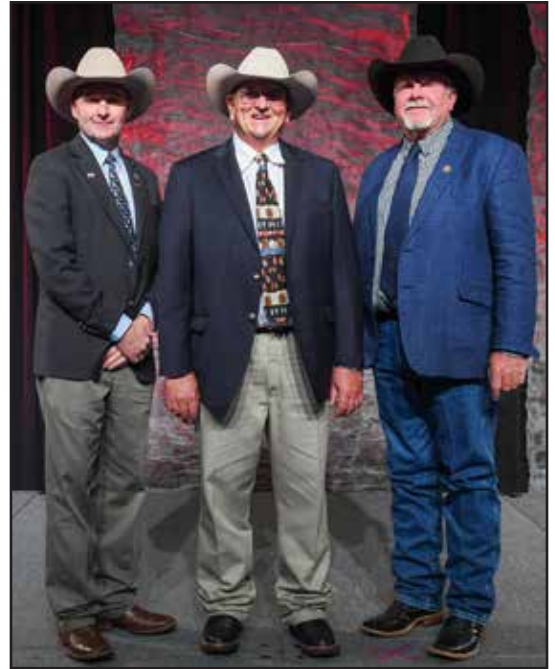
Pfeiffer, who succeeds Kevin Yon, Ridge Spring, S.C., served previously as vice president, vice chairman and treasurer, as well as six years on the board of directors. His family operates a diversified farming operation consisting of 2,200 acres of crops and pasture. Much of the wheat, alfalfa and corn go directly toward the 140 registered- and 75 commercial-Angus females. He also served as president of the Oklahoma Angus Association, was a member of the first Oklahoma Ag Leadership Program, a director for the Oklahoma Cattlemen's Association, and president of the Logan County Cattlemen's Association.

Schiefelbein has served on the Association board of directors for six years and spent this last one as Association treasurer. Additionally, he serves as the 2018 National Cattlemen's Beef Association

(NCBA) policy division vice chairman. His family operation was started in 1955 by Frank Schiefelbein, and 62 years later, with the addition of nine sons and numerous grandchildren and great-grandchildren, the operation continues to grow as fast as the family. Today, Schiefelbein Farms runs more than 1,000 registered females, farms 4,600 acres and feeds out 7,500 head of cattle.

Elected by the Board at its September meeting, David Dal Porto, Oakley, Calif., will be treasurer for 2018-2019. He is currently serving his second term on the board of directors.

Dal Porto and his wife, Jeanene, still manage their registered and commercial Angus operation in Oakley, Brentwood and northern California. They have three children — Lindsey, AJ and Dawson. Dal Porto has firsthand experience at every level in the evolution of performance information and how to apply it. He complements that knowledge with a management background developed from his experiences. Dal Porto and his bull sale partner, David Medeiros, were awarded the 2011 Certified Angus Beef® (CAB®) Seedstock Commitment to Excellence Award at the CAB Annual Conference.



Elected to serve as officers of the American Angus Association are (from left) Don Schiefelbein, Kimball, Minn., vice president and vice chairman; John Pfeiffer Jr., Mulhall, Okla., president and chairman; and David Dal Porto, Oakley, Calif., treasurer.

Directors elected

Elected to serve the Association for a first term is Jim Brinkley, Milan, Mo., and elected for a second three-year term are James Coffey, Hustonville, Ky.; Chuck Grove, Forest, Va.; Mike McCravy, Bowdon, Ga.; and Mick Varilek, Geddes, S.D.

Brinkley and his family run a diversified farming operation. Since purchasing their first farm in 1984 and 60 head of Angus cattle in 1995, Brinkley and his wife, Sherry, have grown Brinkley Angus Ranch to 400

Angus cows. They also farm more than 1,000 acres of corn and soybeans. Brinkley attended Missouri Auction School and has a background in livestock marketing and commercial beef production. He currently serves as Missouri Angus Association president and on the University of Missouri Thompson Farms advisory board.

Coffey, is a fifth-generation Angus breeder raised on the family's cattle and tobacco farm, Branch View Angus, near Hustonville, Ky. Coffey has spent his life working alongside his father and grandfather helping with the cattle, and previously the tobacco operation. While on the board, he has served as Angus Foundation chairman and on the Angus Productions Inc. (API) board of directors. He also served as chair of the industry relations committee as well as serving on the finance and planning committee.

Grove grew up on his family's registered Angus farm in Virginia. He was an American Angus Association regional manager serving Kentucky and Tennessee. During his 39-year tenure, he also covered Virginia, Maryland, West Virginia, Delaware and Ohio. Grove and his wife Ruth reside on the family farm and run a 100-head Angus herd. During his



Elected to serve three-year terms as directors of the American Angus Association are (from left) James Coffey, Hustonville, Ky.; Jim Brinkley, Milan, Mo.; Mike McCravy, Bowdon, Ga.; Chuck Grove, Forest, Va.; and Mick Varilek, Geddes, S.D.

first term on the board, Grove served on the finance and planning, breed improvement and industry relations committees. He was as chair of the events and education committee and vice chair of the member and affiliate services committee. He has also served on the API board of directors.

McCravy and his wife Christy established MM Cattle Co. with 40 head and a dream in 1999. Today's operation consists of 165 registered-Angus females along with a commercial cow herd situated in west-central Georgia. During his time on the board, McCravy has been a member of the breed improvement, activities, and finance and planning committees, and chairs the member services committee. He serves on the API board and represents the Association on the NCBA cattle health and well-being committee.

Varilek is a lifelong Angus breeder and rancher from Geddes, S.D. Varilek Angus consists of 500 registered Angus females, 4,000

acres of native pasture and 1,000 acres of grass hay, irrigated alfalfa and crop land. The ranch markets 175 registered Angus bulls and 30 registered females to commercial and seedstock producers each February. During his first term on the board, Varilek served on the Certified Angus Beef LLC and Angus Genetics Inc. (AGI) boards as well as breed

improvement, activities and industry relations committees.

A total of 298 delegates from 41 states and districts represented Association members at the Annual Convention of Delegates and elected the 2018-2019 officers and directors. Directors can serve up to two three-year terms on the board and, if elected, serve additional one-year terms in office as president, chairman and/or vice president and vice chairman. 