

MEMBERSHIP TIPS

by Jerry Cassady
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New Year's resolutions

Explore the benefits of centering your resolutions for 2021 around inventory option of recordkeeping.

This past year has certainly been one for the record books. Events, social gatherings and even the recent holiday season witnessed some degree of evidence of the ever-spreading COVID-19 virus.

Some chose to participate in these various activities while practicing social distancing and wearing a mask. Others chose to isolate from family and friends altogether. What a year it has been!

By the time you read this, it will be a new year full of anticipation and promises. We never intend to wish time away; however, I admit I am looking forward to 2021 and getting back to a more familiar routine.

As we welcome 2021 with optimism and hope, most folks establish personal resolutions such as getting more exercise, eating healthier, more time in prayer, etc. As we equate this to the Angus business, a more intentional focus on our commercial customers' needs comes to the top of the list.

Progressive commercial cattlemen across the country have simple needs from seedstock suppliers. This wish list might include superior genetics with accurate genetic predictions, healthy bulls that are fertile and guaranteed to work, and convenience traits to make raising beef easier and more profitable.

The American Angus Association has been diligent in providing tools for members to better address the needs of the commercial cattleman. With the dawn of the new year, we have seen the initiation of the new Angus Herd Improvement Records (AHIR®) Inventory Reporting program. Early adoption of this new program has been taking place as breeders across the country are identifying their inventory and preparing to submit data on their 2021 calf crop.


The inventory option of AHIR requires reporting information (e.g. birth date, weight, sex) on the calf, the reason why there was no calf or a disposal code explaining why the female left the herd. The information gathered with inventory reporting is especially informative for the American Angus Association and the Angus breed's end goal — to focus on longevity.

Inventory reporting requires every female enrolled to report data, whether she had a calf or not. This new option within AHIR is an opportunity for Angus breeders to learn more about maternal and reproductive traits that are hard to characterize.

The benefits of this new reporting system are many, and the American Angus Association staff have created

an easy-to-use wizard interface to make the enrollment process as user-friendly as possible. This inventory reporting fits all programs, large or small.

If you haven't been submitting data on your Angus calves, I suggest making this your 2021 New Year's resolution. If you are a seasoned veteran at submitting data on your registered calves, this system will allow for a more comprehensive evaluation of performance on your farm or ranch.

As we reflect on 2020, one important takeaway for me is to never again take for granted the precious time spent with family and friends. This will be my personal resolution going forward. 

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Editor's note: For more information regarding the Inventory Reporting program, please see the Q&A listing at www.angus.org, contact the Member Services department at (816)383-5100 or email me directly at jcassady@angus.org.