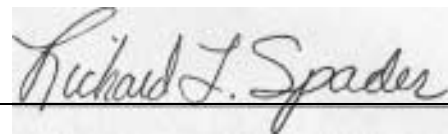


Lead In



**Executive Vice President,
American Angus Association**



The best-read publication in the beef industry today must be the National Angus Sire Evaluation Report, and you'll receive yours soon. The spring issue of the Angus Sire Report will be mailed about February 15. It will be the first of two in 1991.

The spring report, the largest from new data entered over the fall and winter months, will include more than 2,500 bulls, one-half in the main report and the rest in the supplemental report for younger bulls.

The report will also include carcass data on more than 200 bulls that are currently in service in the industry. And more, the spring report will be mailed to more than 50,000 readers; more than 16,000 active members of the Association and an additional 32,000 commercial cattlemen who have had registered Angus bulls transferred to them.

It almost goes without saying that the Association takes the National Sire Evaluation Report seriously. The American Angus Association is the only breed Association to distribute its report so extensively and at no cost to the reader. More importantly, decisions made by the Board in recent years point to the Association's commitment to monitoring genetics of importance to the breed and industry.

One of those decisions this past year was to send the report to all commercial cattlemen who had registered bulls transferred to them during the previous two years.

As you evaluate the 1991 report and, more importantly, as you interpret the results for you and your customers, remember that National Sire Evaluation is best used as a road map to reach a desired goal in your breeding program. The intent of Sire Evaluation is not to identify clear-cut winners in the Angus breed but to best identify bulls with the genes to pass on to their offspring the various traits that are of importance to you, the cattleman. The Sire Evaluation Report offers the best opportunity to select sires that will correct deficiencies and improve overall production.

It's been the position of the Association not to define the market for each member of the Association. Rather, it's the Association's role to define the genetics that are available within the breed to help members achieve success at whatever market you decide to supply.

This spring report will be the largest and best ever with the largest data base on record to back it up. I hope you'll study it and put it to use. The industry is fast trending to an era of specification genetics. The Angus breed and its Sire Evaluation Reports are helping to lead the way.

