

by Mark McCully
CEO, American Angus Association



Embracing the challenges

The new year brings many new opportunities

Like everyone, I enjoyed turning the calendar on 2020, and look to the new year with optimism that the worst of the COVID-19 pandemic is behind us. The year is off to a great start, and in just the first few weeks of the year, there were a number of “new” opportunities for our members.

Cattlemen’s Congress

Optimism was definitely on display as breeders gathered in Oklahoma City for the Cattlemen’s Congress. The great heritage and traditions of the National Western Stock Show were missed in 2020 but by nearly every possible measure, the new event were a success.

The open and junior shows were loaded with quality. The pen show was highly competitive as Angus breeders from across the country showcased their programs. The sales were incredibly strong and set a clear and positive tone for the spring sale season. Also, through multiple activities, there was an outpouring of generosity for the Angus Foundation.

Perhaps most importantly for our

members, the Cattlemen’s Congress gave us an opportunity to both reconnect with old friends and make new ones — even through masks and social distancing. Angus cattle bring

us together, but I am continually reminded it is the people in the Angus family who are the core of why we love this business and way of life.



AHIR

The team at the Association office has been busy with

the rollout of the new inventory-reporting option of Angus Herd Improvement Records (AHIR®).


I want to compliment the many members who have enrolled their herds, and encourage those who have not, to reach out to any of the team members to learn how it can benefit you. More whole-herd reporting by our breeders will further elevate the power and accuracy of our genetic predictions, and put us on a faster path to establishing better tools to describe maternal function and traits like longevity and fertility.

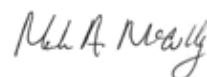
New challenge

Additionally, our staff and board are continually working and strategizing on how we create more value for the registration paper.

You will be seeing more of this effort in the future, and I’m optimistic about the effect I believe we can have. For starters, I might challenge you as a breeder to look at how you talk about and market your cattle. Do you sell “Angus bulls” or “registered Angus bulls?”

The nonpapered bull that sells at the sale barn sure doesn’t have the same value as the registered ones you offer. Though sometimes, I don’t think we go far enough to call out the differences. We shouldn’t assume the commercial customer knows what the differences are.

By embracing the challenges of the new year, I am confident we will make great strides as an Association. We will constantly seek out new opportunities and together, we will advance the Angus breed, our commercial customers and the bigger beef industry. 



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(see page 74 for a complete listing)

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