

YOUR VIEW

by Ellie Kidwell, Miss American Angus



A year of numbers

The Angus industry has always been one for the numbers. Our membership, head counts and cattle insights all represent impressive numbers unique to our breed. With our endless data collection, it can be difficult to sift through all these numbers.

I have always been one for looking at the data. I love looking at numbers and memorizing impressive statistics. When I was younger I remember trying to learn about expected progeny differences (EPDs), numbers the Angus breed takes great pride in. Navigating these numbers and learning what they truly represent can be a challenge for anyone.

Luckily, tools like dollar value indexes (\$Values) allow breeders to

combine traits in a way that shows which animal has the most valuable combination of traits most important to them. Additionally, information about EPDs can be found on www.angus.org and through our knowledgeable regional managers.

Working with EPDs and gaining an understanding of the value in them, especially in a breed where we have so many supplemental tools at our fingertips, is an important factor in the progression of our industry.

Navigating these numbers is what drives us as we seek to reach higher goals with even higher standards. The

Certified Angus Beef® (CAB) brand is an outstanding example of this. It is pretty extraordinary CAB is going on its fifth year in a row of selling more than a billion pounds of product considering the strict standards


carcasses must meet in order to create the higher-quality, more consistent product CAB promises.

The numbers found in CAB's 10 specifications are truly representative of the quality and standards we stand by as a breed.

On top of the impressive numbers the Angus breed brings to the table every year, the last year of our lives has certainly been defined by the numbers. We have heard it all — with feet of distancing, limiting group numbers, two-week quarantine and much more.

With new guidelines constantly changing as we learn more about the novel coronavirus, we as an industry have worked hard to persevere in navigating these numbers. We have found ways to make things work and continue to thrive, hosting so many events no one thought would be possible at the beginning of this.

While navigating through this challenging time, we have seen some impressive numbers as well, with a record number of entries at the Cattlemen's Congress in Oklahoma City this past January. People are more eager than ever to show, and our Association has worked diligently to find ways to make the statistics and rules work for us to host as many events as possible.

There are so many impressive numbers to navigate in the great Angus breed, but at the end of the day, it is not always the big numbers that are the most important or the most impressive. Whether it is an Angus ranch with 400 head of cattle or a small family farm of 25 head, the owners of those operations are contributing to the Angus numbers in many ways, but we are all striving for a common goal — to build the Business Breed. 

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