



Executive Vice President,
American Angus Association



The Board of Directors in February took a serious look at the future of the Angus breed and the American Angus Association in a two-day, long range planning session.

They evaluated how the American Angus Association can serve the needs of a changing industry and its members. If the Angus Association is to maintain its leadership position, the Board felt it is essential to evaluate the Association's position in the industry and develop measurable goals to enhance this position and the position of the Angus breed.

From this long range planning session came a strategic plan for the American Angus Association. The plan is meant to guide the Association for the next three to five years, even as it is evaluated and amended from year to year. Despite the implementation of new objectives, existing Association and breed programs will continue to receive high priority by the Board and staff.

The Association's action plan has four general objectives. Each includes a statement of results that needs to be attained. The objectives will give specific direction to organizational planning. These objectives were the guideline for Association planning at the March 1991 Board of Directors meeting and will remain the roadmap for the future planning.

They are as follows:

Objective 1

Expand the value and use of the Angus performance data base.

Related objectives include:

A. Significantly increase efforts to expand carcass EPDs to identify high marbling sire lines.

B. Encourage research on the reduction of outside fat while maintaining marbling and reproduction efficiency.

The objectives are a continuation and concentration of current efforts. Breeder interest in carcass data has increased significantly the last few years and the industry has given more attention to this. Emphasis continues, especially on high marbling sire lines, to help breeders produce cattle to meet Certified Angus Beef standards. The Association will work to expand the Angus carcass data base and also direct research to related areas.

Objective 2

Expand promotion to the beef industry to establish Angus as the breed that can be suc-

cessfully used in a straightbred commercial operation.

Research indicates that more Angus blood will appear in the nation's commercial herds in the future. Already some 57 to 60 percent of commercial cattlemen report that Angus is the major breed or one of the major breeds in their cow herd makeup. The Association's strategy will be to develop a program to encourage more high percentage Angus commercial herds. On our side are such economic advantages as the strong market demand for straightbred Angus females, management problems resulting from crossbreeding regimes, the additional market potential of Certified Angus Beef and the increasing demand from all packers for cattle that will marble at market weights.

Efforts will include more advertising and public relations promoting the benefits of straightbred Angus commercial herds and using Angus bulls on high percentage commercial Angus cow herds.

Objective 3

Increase member education activities and improve member awareness of Association programs, activities and educational material that can benefit members.

With the turnover of membership and the advent of new programs, it's important that education be continued for all programs. The Association has access to two important publications: the *Angus Journal* and the *Beef Bulletin*, along with educational booklets and brochures to accomplish this objective. Added effort will be made to continue education and the presentation of information to the membership.

Objective 4

Make shows more relevant to beef industry.

The show ring has served as a significant part of the Association for more than a century. Many members are introduced to the breed through shows and capital is generated by new members.

The issue of relevancy to the commercial cattle industry will include the consideration of objective measures in show ring placings. The areas for consideration are the use of EPDs in placings or other ways the show ring can be strengthened.

