

Up Front

► by **John Crouch**, executive vice president

Mid-year numbers are looking good

Our last fiscal year (FY), ending Sept. 30, 2001, showed a decrease in Angus registrations of 16 (271,206) for a percentage decrease of 0.006%. This slight decrease in activity prompted one competing association executive officer to comment editorially that "Angus growth appears to have slowed or declined in almost all key areas."

FY 2002 mid-year update

As we entered into FY 2002, the month of October was not encouraging and was followed by a rather bleak November. Many of us thought our business would not be affected by the Sept. 11 terrorist attacks in New York and Washington, D.C., but it definitely was. As a result of decreased activity for two months, some major adjustments to the budget were implemented.

The temporary losses, however, were offset by December and January, which were the second-best back-to-back months within the past seven years.

We have just passed the mid-point in FY 2002, and I am happy to report to you that the Angus business has never been better.

Statistical reports for the month of April and year-to-date show registrations up 3.2%. Transfers are up 7.03%, and regular memberships and artificial insemination (AI) service certificate sales increased 4.8% and 9.4%, respectively.

Angus breeders are becoming more sophisticated and more technical in their recordkeeping. The total number of weights submitted by breeders enrolled in Angus Herd Improvement Records (AHIR) was up 2.7%, while the total number of herds enrolled jumped by 4.2%. The number of animals on which ultrasound scans were processed posted a whopping year-to-date increase of 15.4%, while 13.5% more herds participated than last year.

The electronic submission of work to the Association continues to expand at a frenzied pace. Almost one-third of all registrations and more than one-half of all yearling weights were processed through Angus Information Management Software (AIMS) and, to a lesser extent, through use of the Association's member logon services.

Angus genetics still dominate

A recent survey conducted by AGB Inc. of Indianapolis, Ind., found that Angus

genetics continue to be the choice of commercial cattlemen when selecting bulls or replacement females. Some 57% of the 400 cow-calf producers surveyed indicated they had purchased Angus bulls within the past 12 months. These producers ran an average of 386 cows on an average farm or ranch size of more than 7,000 acres. What's more, 56% of these cattlemen said they intended to buy Angus bulls in the coming 12 months.

As a further tribute to the power of the genetics in the Angus breed, a report recently released by the National Association of Animal Breeders (NAAB) showed that Angus bulls continue to dominate domestic semen sales, selling 651,508 units during 2001. This is nearly eight times the amount sold by the next breed. In the area of custom frozen beef semen, Angus also ranked first with 608,739 units — more than three times that of the closest competitor. In the area of beef semen export sales, Angus posted an increase of 28% in 2001.

These increases in activity recorded by the American Angus Association can be attributed to many things. Commercial producers have again demonstrated their confidence in the strength and integrity of the Angus database as it relates to tools for

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President—Nancy Jo Sullivan, Marietta, OH
For a complete listing of officers, refer to page 54.

REGIONAL MANAGERS—Refer to page 193.

CERTIFIED ANGUS BEEF LLC

President—Jim Riemann, Wooster, Ohio
For a CAB staff listing, refer to page 84.

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directional change in our industry, as well as in the wonderful attributes of the Angus female.

This success can also be attributed to the tremendous marketing power generated by Certified Angus Beef LLC (CAB) and other Angus-based branded beef programs.

This continuous growth is nice and makes me fall asleep a little faster when I go to bed at night, but by no means is this Association or its Board of Directors resting

on its laurels. Your Association's Board and staff are exploring ways every day to make the Angus business more enjoyable and more profitable for its members and the commercial producers who depend on Angus genetics.

The Association's list of long-range goals cites becoming "the leading information and service center, utilizing the most current communication technology, for the beef industry" as its No. 1 goal. We're working

hard to achieve that goal and hope that the American Angus Association's foresight and dedication to serving members helps Angus stay at the top of the heap for many years to come.



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