

from the office

LEAD IN

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A basic cause for failure of the U.S. economic sector to reach its potential is "a shift toward a national pessimism which dwells on failure and ignores success," E.E. David Jr., president of Exxon Research and Engineering Corp., told a group of engineers recently at the University of California.

This national mood has afflicted nearly every social sector, and its reversal is a key to resolving many of our other problems, David concluded.

Although many of the Exxon executive's points do not apply directly to the Angus business and the comments quoted above may be too simplistic, I believe that recently we have ignored some of the successes of the Angus business and the advantages of our Angus cattle—and have dwelled upon some negative factors, most of which are beyond our control.

Optimistic News

So let me give you some optimistic news that could and maybe should affect what you do in the Angus business during the coming year.

More commercial cattlemen use Angus bulls than any other breed, a recent survey of commercial cattle producers has shown. The Miller Research survey of 332 commercial cowmen showed that, of all the people who purchased bulls in the past 12 months, 34.3% purchased Angus. That's more than Hereford and Polled Hereford buyers combined. And in the heavily cow-populated north central states, nearly 42% bought Angus compared with 21% for both whiteface breeds.

And what about the coming year? Although not so many people have made their plans for 1980-81, nearly 32% said they would buy Angus bulls, more than any other breed. Based upon this survey,

planned to expand their cow herds in the next 12 months compared with just under 10% who plan to decrease the size of their herds. Based upon these results, there should be, on the average, a small increase in demand for your registered Angus cattle this fall and winter—not only bulls but replacement heifers as well.

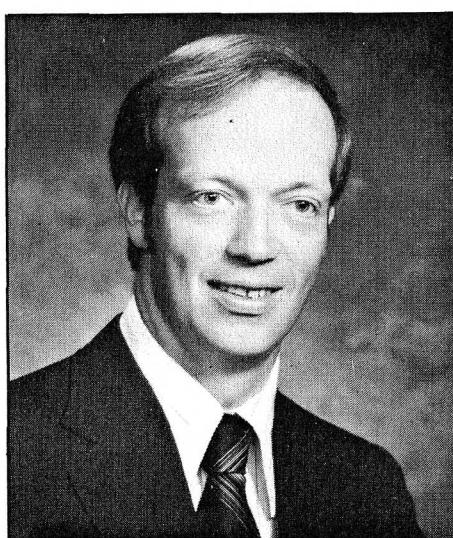
Furthermore, we know from past research that a majority of commercial cowmen are convinced Angus have fewer calving problems, produce high quality beef and have superior maternal traits. So you have these long-established attitudes, re-enforced by a regular American Angus Assn. advertising and public relations program, working for you every day whenever you are ready to sell cattle.

Less Competition

Something else that should make us happy is that broiler production is declining. There will be less competition from this relatively inexpensive meat source during the next few months. In addition, it looks like the nation's pork producers are headed toward a decline in production, although it hasn't shown up in USDA slaughter figures as yet.

And, finally, beef prices are improving and many think headed even higher. We may not have everything under control, but all is far from lost.

There are a lot of encouraging positive factors working in the Angus business today, and for a while we should dwell upon and take full advantage of them rather than allowing other factors beyond our control to unduly influence our future. □



Angus breeders have nearly one-third of the bull business in the United States and more than half of it in some sections of the country. A lot of organizations would give their eye teeth to dominate an industry to this extent.

Business Growing

What's more, business should be growing. More than 23% of the 332 commercial cowmen interviewed said they