



**Executive Vice President,
American Angus Association**



Despite all the fanfare it receives, many of us in the registered Angus business will underestimate how much the Angus Sire Evaluation Report affects Angus bull sales.

To answer this question, the Association earlier this summer conducted a survey of commercial cow-calf producers who had requested a copy of the Angus Sire Evaluation Report through Angus Association ads. We found that 97 percent of the people who received a report took time to study it.

More important, 47 percent said they contacted an Angus breeder as a result of the information it contained. Better yet, 32 percent said they actually bought a bull or semen as a result of these contacts. And, finally, 64 percent of those people who contacted an Angus breeder and didn't buy said they plan to purchase an Angus bull within the next 12 months.

Partially, as a result of this survey, the Association decided to print the Sire Evaluation Report in the *Angus Beef Bulletin* starting with the Fall 1990 issue and mail it free to all 32,000 commercial cow-calf producers who receive it twice a year. In addition, your Board of Directors also decided to mail the *Bulletin* and Sire Evaluation Report to every *Angus Journal* subscriber, as well.

This means that some 50,000 cattle producers received both publications last month and another 5,000 will be distributed during the fall and early winter.

No other breed association makes such a widespread free distribution of their Sire Evaluation Report. In fact, many limit distribution by charging for it. When one looks at the time and money that go into producing a Sire Evaluation Report, it is difficult not to charge for it, especially knowing how valuable it is to breeders and cow-calf producers. But this would be false economy. Our report is worth more to the breed if distributed widely and at little or no cost to the user.

The list of cattle producers who receive the *Angus Beef Bulletin* and the Sire Evaluation Report is primarily made up of non-members of the Association who have registered Angus bulls **transferred** to them. Because of this it is important to transfer bulls to your customers, particularly a performance pedigree. Its value is compounded as more and more cattle people understand the accuracy of Expected Progeny Differences (EPDs) and know how to read and interpret a performance pedigree.

Before I close, let me cite you one other piece of research information. Recently *Successful Farming* magazine surveyed their beef producing subscribers. On one question, readers were asked to check the single breed they preferred most. Nearly 32 percent checked Angus. The next highest was Simmental with 16 percent and Hereford was third with about 12 percent. They also asked readers which breed they thought beef consumers demanded most and 38 percent said Angus. The next highest ranking was Limousin with only 13.4 percent.

This popularity and recognition of Angus quality is no accident. Obviously, Angus breeders have done a commendable job of genetic selection and breed promotion over the past quarter century.

But our job is only beginning. If we continue to make the correct breeding and promotion decisions, we have the opportunity to dramatically dominate the beef cattle business by the end of the next 25 years.

