

## LEAD IN

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The strong demand for Angus bulls by commercial cowmen is having a profound effect on the Angus breed. First of all, commercial cattlemen are having to really hunt to find enough Angus bulls to meet their needs. Second, big, strong and sound registered Angus bulls are bringing record prices and establishing a financial incentive for producers to try to fill the demand.

There is going to be a continued shortage of Angus bulls for the next few years, because it takes time to develop cow herds capable of producing the kind of Angus bulls cattlemen want. Fortunately, the Angus breed has made vast strides in improving the breed, and a higher proportion of the calf crop each year is suitable for registration.

The strong demand for Angus bulls and the premium paid for the better bulls is encouraging registered Angus breeders to pay near-record prices for top quality registered bulls and females to expand and improve the genetic base of their herds.

### Fantastic Sales

Many auction sales have been fantastic! Females selling at auction in the fiscal year just ended averaged \$1,097—a 56% increase compared to last year. And Angus bulls selling at public auction averaged \$1,720—which was a 63% increase compared to last year. Sales averaging in the \$3,000-\$5,000 range have not been uncommon. Early sale reports this fiscal year indicate that this coming year may be the best Angus sale season on record.

What is even more encouraging is that this is just the beginning. We are just starting into the expansion phase of the cattle cycle, and prices for all cattle should remain strong or improve during the next few

years. But the Angus breed is getting more attention than merited by the improvement in beef prices alone. Commercial and registered breeders are switching to the Angus breed in droves, and this move appears to be limited only by a shortage of quality Angus breeding stock.

### Several Factors

The increased emphasis on Angus cattle and strong sale prices are the result of several factors, not the least of which is the new *ANGUS JOURNAL*. Since July the *JOURNAL* has been going to all Angus breeders. Sales listed in the coming events columns and advertised in the *JOURNAL* are known to every Angus breeder in the country—plus approximately 10,000 top commercial cowmen.

Moreover, the classified section of the *ANGUS JOURNAL* provides a unique opportunity for potential buyers of Angus cat-

tle to locate cattle for sale, and the \$40 price of a listing is peanuts compared to the value of the cattle listed.

When some 40,000 Angus enthusiasts know about a sale, meeting, field day, tour or other event, crowds are sure to increase. And in the case of auctions, greater attendance means an increase in demand and prices. So no matter what kind of Angus event you are involved in, make sure it is listed in the calendar of events "What, When & Where" in the *ANGUS JOURNAL*. It can assure you of better attendance and a more successful event.

### More Reasons for Demand

As we expand our cow herd, more Angus bulls are being used on first-calf heifers. And the fact that Angus bulls, when bred to Hereford cows, produce black whiteface calves that not only weigh more when weaned but also bring considerably more per pound further intensifies Angus bull demand.

Many purebred breeders are switching from other breeds to Angus because they believe there is more opportunity for growth and improvement in the Angus breed than in any other. Also, cattlemen who have experimented with exotics use Angus bulls to bring their herds back to the basics—they want cows that produce live growthy calves every year.

How we respond to the current challenges that face the Angus industry will affect our fortune for many years to come. If we use the favorable prices to improve our herds, to establish new markets and to increase our production of high quality, production tested Angus cattle, we will establish a solid foundation upon which we can build our industry for many years. 

