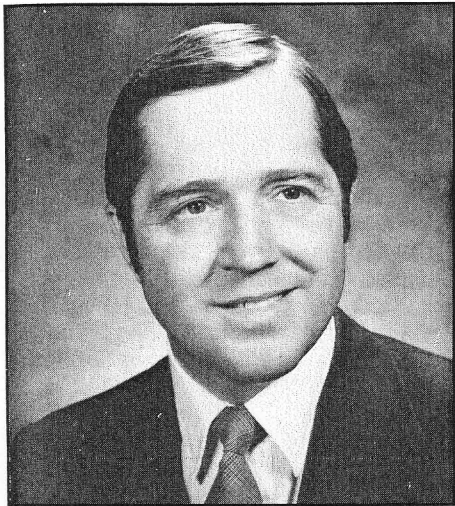


from the office

LEAD IN

by Dick Spader
Executive Vice President
American Angus Assn.



The past year was one of progress for the Angus breed as we closed out the fiscal year on Sept. 30 and started a new business year on Oct. 1.

Our year-end figures brought no great surprises and the greatest strength was reflected in the 10% increase in the number of weaning and yearling weights processed through the Angus Herd Improvement Records program. This year marks the 20th year of continual growth in this area and a total of 179,703 weaning and yearling weights were processed through the program. These numbers reflect 126,037 weaning weights and 53,666 yearling weights recorded in AHIR. This year nearly 60% of all cattle registered were processed through the AHIR program.

Registrations for the year were down to a total of 209,416 head which I'm sure indicates the status of the general economy and our industry in particular. In most herds breeders have been more select in the cattle registered and I'm sure it will mean better quality throughout the breed in years to come. The transfer figures for 1981 totalled 141,403 head which was slightly lower than fiscal 1980.

Long Range Strength

New Angus herds continued to be formed throughout the year as a total of 2,326 regular memberships were issued, along with a total of 1,038 junior memberships. This reflects the interest in Angus cattle and the long range strength of our breed with new members joining its ranks.

Another positive figure was the average value of registered Angus cattle sold at auction. The average price paid at 567 auctions

in 1981 figured \$1,461 per head compared with \$1,422 per head at 553 auctions in 1980. The average price of 24,010 cows sold at auctions was \$1,394 while 16,689 bulls went for an average price of \$1,558.

The past year has been a very rewarding year for the association in many ways. First was the introduction of our new Honeywell Level 64 computer system that has given us the flexibility to implement new programs for better services to members. Most noted of the new programs is the Performance Registration Certificate which was a dream in the '70s and is now a reality. The goal of this program is to add value to pedigree information with the addition of sound objective data through AHIR.

Several Methods of Communication

Communication is another important program and this past summer the association sponsored the second Angus Leadership Conference in St. Joseph, Mo., bringing officers and directors from Angus associations across the country together to discuss common breed programs and goals. In addition, plans have been made for another open committee meeting to be held in Louisville prior to the annual meeting. These open committee meetings give everyone an opportunity to attend and have input into programs and policies of your breed association. Credit for better communications must also go to the ANGUS JOURNAL, a subsidiary of the American Angus Assn. Advertising pages in the JOURNAL continued to increase, giving more space for information about Angus cattle, Angus breeders and articles on how to improve management practices. Nearly every issue through the summer and fall has been record size.

Throughout the year a number of other significant Angus activities or programs have been implemented.

Second Field Data Report

This past month we issued the second Field Data Sire Evaluation Report of the Angus breed and published it in the ANGUS JOURNAL. This report listed 673 bulls for traits of economic importance to the Angus breed. The performance department also printed the 1981 Pathfinder Cow Report in the April ANGUS JOURNAL, listing outstanding Angus females based on reproductive and productive traits.

A strong commitment made years ago to youth was carried even farther in 1981 as we completed another full year with our National Junior Angus Assn. and junior An-

gus board of directors. This group of young men and women has added a new dimension to the association with their input relative to programs for youth advancement in the Angus association. They will continue to be a tremendous asset in the future in all areas of junior and adult activities.

We have continued to support a strong advertising and promotion program for the breed. Our radio advertising program received a regional National Agri-Marketing Assn. award in 1981. During the year a new print advertising campaign was designed that is just now getting underway. It points out, in very graphic and convincing fashion, the advantages Angus bulls offer the commercial industry. No other breed offers its members such a program.

Angus breeders around the world are turning to the American Angus Assn. and to U.S. Angus cattle as their best source of improved genetic material. The increase in exports of Angus cattle and the large increase in exports of Angus semen is proof of this fact.

Surplus of Income Over Expenses

At press time a preliminary look at the auditors' 1981 financial report shows a surplus of income over expenses despite the decline in registrations during the fiscal year. This will allow us to continue our programs and also to include a timely increase in our national advertising budget for the 1982 fiscal year.

We have, however, made several economy moves. One of the major ones this year was to start combining the Angus association regional manager staff with the ANGUS JOURNAL representative staff. As this proceeds over the next few years it will allow us to avoid duplication of travel and some services and also will allow us to serve members better.

I feel confident we will see significant improvement in the years ahead. The cattle supply has been reduced to the point that it just now meets present consumer demand. Any reasonable improvement in the economy is bound to be accompanied by a stimulation of demand for beef which should bring higher cattle prices. Planned beef information and promotion programs also will have a positive effect on demand for our product over the next few years. The result will be increased demand for beef cattle. As a result, Angus will be in a strong position to capitalize on any improvement in demand for beef cattle in the months and years to come. △