

from the office

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By Richard Spader
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Fiscal year 1982 is now history. It was a year that had its share of positive programs, events and activities for the Angus breed and the American Angus Assn.

In review, Angus breeders across the country registered 201,680 cattle in fiscal 1982, which is 3.7 percent less than our figures in 1981. Transfers for the year totalled 128,587 head, and 1,970 new members joined the Association. In addition, 1,061 junior members joined the growing ranks of young cattlemen involved with Angus.

The financial picture was especially bright, despite a depressed national economy. Your Association and the ANGUS JOURNAL have both had profitable years with a substantial net profit for both organizations. This, in part, results from efforts the last year to reduce expenses wherever possible and yet maintain services to members. One of the major efforts has been to combine the field staffs of the Association and the ANGUS JOURNAL. Today eight territories representing 33 states have dual-role personnel working with Angus breeders in both service and sales.

These changes are similar to changes made on your own farms and ranches. They are unavoidable, and reflect the progress being made to more efficiently operate an organization the magnitude of the Association and the ANGUS JOURNAL.

The past year has been an exciting one for all programs offered by the Association. Your Association invested \$325,000 in print and radio promotion, which was a substantial increase in our budget from 1981. Special efforts have been made this year with market studies to target the breed advertising to the needs of the commercial industry as best analyzed from our surveys. I hope all of you have seen and heard time and time again the ads promoting the basics of Angus fertility, reproduction, calving ease, growth, maternal traits and carcass value that are all a part of our present advertising series.

Another exciting program has been the ever increasing performance work of the Association through Angus Herd Improvement Records. This program is used by an increasing number of Angus herds. Records have become a significant part of herd improvement and marketing programs. Today over 50 percent of all Angus being registered have AHIR records. Your Association's data base of over two million records has given us the opportunity to issue Field Data Sire Evaluation Reports and the Angus Pathfinder Report; both reports made available to the membership through the ANGUS JOURNAL. Never before has so much valuable performance data been available for breeders to utilize in herd improvement.

The commitment to youth has been carried even farther in recent years with our National Junior Angus Assn. and junior board. If your faith in the future of the business and young people needed strengthening, I hope you attended one of the junior Angus shows in your area this year or one of the regional events or the National Junior Angus Show. This kind of activity, participation and leadership training assures us of the continued

strength and progress for years to come. Most important, nearly 40 percent of all junior members go on to become life or regular members of the American Angus Assn.

Communications with our members has continued to improve throughout the year. Much credit for better communications must go to the ANGUS JOURNAL and in 1982 the increase in advertising and editorial has meant record issues throughout the year. In the area of communication, the Association will again sponsor an open committee meeting in Louisville this month during the annual meeting to again discuss issues of concern to all Angus breeders. And throughout the year many of you have communicated with me personally regarding matters of concern to the Angus Association or ANGUS JOURNAL.

Your Association has also continued to monitor sales and a positive figure is the average value of all registered Angus sold at auction. The average price paid at 539 auctions in 1982 figured \$1,364 per head. The average price of 22,913 cows sold at auction was \$1,268 and the average price of 13,766 bulls was \$1,524.

While 1982 has been a rewarding year for the Association, it will help set the stage for an exciting year to come in 1983. This year marks the 100th anniversary of the American Angus Assn. and it will start off with a bang at the National Western in Denver. Summer activities next year will be highlighted by the Centennial Junior Angus Show in Des Moines, plus a major centennial activity in St. Joseph on September 15, 16 and 17. I hope all breeders will mark their calendars for these events, plus a series of special activities you will be reading about later.

As we look at our business it is an exciting and challenging time in the cattle business. We have the most efficient, sought after breed in the nation plus a strong membership and the programs of the breed to meet the challenges of the times. **AJ**