

# from the office

## LEAD IN

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Congratulations American Angus Assn. members. During the 1984 fiscal year ended September 30, two important Angus records were set despite the overall poor economic performance of the beef cattle industry.

Angus breeders reported 231,574 birth, weaning and yearling weight records to the Association in the AHIR program, an increase of 10 percent over fiscal 1983. Moreover, the Certified Angus Beef (CAB) program saw total production climb by more than 500 percent, while the groundwork was being laid for a Phase II CAB program that will identify top quality cattle sired by registered Angus bulls, and promote them for CAB use.

During the 1984 fiscal year, Association members reported 78,808 birth, 106,380 weaning and 46,531 yearling weights in the AHIR program.

It is extremely encouraging to see our members continue to increase the use of performance records in their

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breeding and selection programs. We are building a sound genetic base for the Angus breed that will serve us and the commercial cattle industry well in the years ahead. Only through increased use of practical performance records will we be able to increase our efficiency and be in a better position to survive the uncertainties that face the beef cattle industry, and all of farming and ranching, today.

The leading state in the use of performance records for the year was Montana. The 154 Association members participating in the AHIR program reported 10,616 birth, 13,940 weaning and 9,195 yearling weights, all increases over the previous year. South Dakota was second with 90 participating breeders who recorded 5,840 birth, 7,813 weaning and 3,660 yearling weights.

Registrations of purebred Angus during the fiscal year ended September 30 were 174,539 head. Transfers totaled 106,790 head. The number of new Angus herds started last year as reflected in new memberships issued totaled 2,081. In addition 1,079 junior memberships were issued. These figures helped the Association retain its position as the largest beef breed registry association in the world in terms of ac-

tive membership and annual registrations and transfers.

Some of the most promising figures to come out of the 1984 fiscal year reflected the growth of the CAB program. Last March, one million pounds of CAB were sold. This marked the first time that one month's production had reached or exceeded this figure. For the year, some 8.2 million pounds of CAB were sold by participating packers. This compares with 1.6 million pounds in the 1983 fiscal year.

During the coming year we need to work hard at expanding the market for registered Angus cattle. This will mean, in many instances, being more aggressive with our advertising and merchandising programs. If the market for all registered cattle does not expand, we simply must do all that we can to increase our market share. The Association's new national advertising program that debuts this month is designed to help accomplish this goal.

As we reflect on the year past, all members can take pride in our accomplishments. Moreover, we should feel confident that the groundwork we are laying in production and marketing will equip us to better compete in the years ahead.

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