

# LEAD IN

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The upswing in the cattle business comes at a time when your National Association has many positive programs working for the improvement and advancement of the Angus breed. Statistical reports for the 1986 fiscal year indicate that many programs of the Association have worked extremely well while new members have joined and are taking an active part in Association affairs across the country.

The best news in 1986 came from specific departments. In AHIR, Angus breeders reported 220,963 birth, weaning, and yearling weight records to the Association. This program, highlighted by the National Sire Evaluation and Pathfinder Cow Reports, continues to grow at a time when breeders are searching for sound, documented, and predictable genetics for the future of their breeding programs.

Among the most promising figures were those for Certified Angus Beef. The program again saw a dramatic climb in activity with nearly 30 million pounds marketed in 1986. This compares with 15.9 million pounds in the 1985 fiscal year. CAB is marketed through 32 food service distributors, 410 licensed restaurants, and 500 grocery stores and meat markets throughout the country.

The commitment to youth has been carried even further in 1986 with our National Junior Angus Assn. and junior board. If your faith in the future of the business and young people needs strengthening, I hope you attended one of the junior Angus shows in your area or one of the regional shows or the National Junior Angus Show. This kind of activity, participation, and leadership training assures us of the continued strength and programs for years to come.

Communication with our members has continued to improve throughout the year. Much credit for better communication must go to the *Angus*

*Journal* which has reached out to members across the country. In addition, the Association sponsored a National Angus Beef Profit Conference this fall with over 500 cattlemen from 31 states in attendance. Efforts continue to make Angus breeders the most informed breeders of registered cattle in the country.

We have continued in 1986 to support a strong advertising and promotion for the breed. Plans are also underway for a new hard-hitting series of ads that will highlight a 1987 campaign anchored by the testimony of professionals involved with the Angus breed in various segments of the industry and consuming public. No other breed offers its members such a comprehensive program for overall breed promotion.

For Fiscal 1986 Angus breeders again led the industry and recorded 133,475 bulls, females, and steers and transferred 81,557 head. In addition, new Angus herds continued to be formed as 1,503 new Regular members joined the Association and 811 junior members joined the growing ranks of young cattlemen involved with Angus. This reflects the interest in Angus cattle and is one of the long-range strengths of our breed.

During the coming year, we need to continue to work hard at building the demand for registered Angus cattle. From a National Association and individual basis, we must stay aggressive and fight for our share of the beef cattle market.

As the cattle industry improves, Angus breeders have the best potential to capitalize on future industry needs. Reflecting on the year past, we can take pride in our accomplishments. We can also feel confident that the groundwork we are laying in production and marketing will better prepare us to capitalize in the years ahead.

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