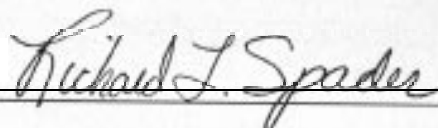


Lead In



**Executive Vice President,
American Angus Association**



There's nothing more rewarding in this business than to reflect on a positive year for the Angus breed.

First, it means your Association has had a strong year financially and maintained itself as a leader in the industry. More important, improved times mean that Angus producers, like yourselves, have experienced increased demand for your product—Angus seedstock. This demand is essential for future growth of the breed, individual breeders and the American Angus Association.

There's no doubt Angus has a competitive edge in today's cattle industry. You can read all about the breed and Association programs next month when the annual report is printed in the December *Angus Journal*. Better yet, if you're in Louisville Nov. 12 for the annual meeting, you can pick up a copy.

For the year just completed Sept. 30, the main news is again in Certified Angus Beef and performance, with other areas of the business not far behind.

In the area of performance, AHIR records exceeded all previous years with 331,231 weights processed in 1990. This included an increase of 8.8 percent in birthweights; 6.1 percent in weaning weights and 20.4 percent in yearling weights for the year. In addition, new members participating in AHIR grew by 285 for an 11.6 percent increase.

The Certified Angus Beef program also launched to new heights with 85 million pounds sold in fiscal 1990, a 19.5 percent increase. This year's volume of business was 44 million pounds retail, 35 million pounds food service and 6 million pounds export. Most important, more than 2.2 million market-ready Angus cattle were identified for the CAB program in 1990.

In fiscal 1990 registered Angus breeders led the beef industry and recorded 159,036 bulls, females and steers to reach a four year record in our business and a 1.5 percent increase over 1989. Transfers, which reflect market activity, were up 3.98 percent in 1990 to 98,395 head.

Some of the best news was again in membership as 1,823 new adult members joined for a 5.38 percent increase. As we build for the future, an additional 1,004 new junior members were added to the ranks, for a 1.1 percent increase. Today our adult ranks total 17,923 life and regular members and 6,567 juniors.

It's obvious from these figures, along with a strong year for the *Angus Journal*, that the Association has completed a good year. In light of the static growth of beef cow numbers in the U.S., the Angus breed has continued to expand and possibly taken a larger share of the beef market available today.

It's also possible that no one single factor or program can account for this continued growth over the past four years. Instead the sum of all efforts has meant a stronger Angus market. Never before have we seen the demand for Angus cattle any stronger. The overall sale average on more than 29,000 head was \$1,901. Bulls averaged a record \$2,138 and females \$1,704.

It is a pleasure reporting the fourth consecutive year of growth for the American Angus Association. We think this steady growth is extremely positive in our beef industry today.

With all the good news, it still remains our challenge to continually improve on our breed and maintain the Angus competitive edge. I have no doubt our membership will do just that as we advance the Angus breed in the '90s.

