



We, in the Angus business, have many reasons for optimism about the year just ended and the implication for our future.

Strong demand for Angus cattle drove the American Angus Association in Fiscal 1991 to one of its best years in recent times. The year completed September 30 marked the fifth in a row for increases in most areas of Association business.

Registrations for the year peaked at 166,769 head for a 4.86 percent increase over 1990. This is the fifth straight year of registration increases and the largest of any U.S. beef breed association. The breakout of registrations included 61 percent females, 38 percent bulls and 1 percent steers. A total of 14,592 bulls sired the 1991 calf crop: 62 percent were by natural service and 38 percent A.I. sired.

Transfers for the year, which basically represent sales, totaled 99,478 head for just over a 1 percent increase, again representing five years of growth.

Membership, at 1,812 new regular members and 995 junior members, was down by 11 and nine members, respectively, from year ago figures. Total active membership for the year peaked at 17,828 life and regular members and 6,621 juniors.

Members continued to increase their use of artificial insemination (AI) to non-owned bulls. The 61,113 AI Service Certificates issued in Fiscal 1991 were up 10.6 percent.

Perhaps the most significant indicator of the improved demand for Angus cattle in 1991 was in the record averages for cattle sold. A total of 367 auctions were attended by Association personnel or reported to the Association. The 14,429 bulls averaged \$2,263, for an increase of \$125 over 1990; 12,871 females averaged \$1,827, up \$123 over 1990; and 78 steers averaged \$868, up \$98. The overall average of \$2,054 was

up \$153 over the 1990 average of \$1,901.

American Angus Association members continue to improve their cattle and provide customers with a better product as shown by AHIR figures. During the year the Association processed 347,855 birth, weaning and yearling weights, for a 4.8 percent increase. New herds on the program increased 12.7 percent in 1991.

Demand for Angus cattle is also observed through the Certified Angus Beef program. During the year 80 million pounds of Certified Angus Beef were sold at more than 6,770 restaurants and more than 538 retail stores. Packers identified more than 2.3 million head of market ready steers, of which 366,800 carcasses qualified for the program. This reflects 52.7 percent sold through retail, 39.4 percent through food service and 7.9 percent export.

Last, but certainly not least, the *Angus Journal* completed another good year with a 3 percent increase in circulation to more than 17,500 readers. The Special Services Division successfully served Angus breeders needing sale catalogs and promotion ideas with a total of 64 catalogs and 25 brochures produced. The *Journal* also plays an important part in the production of the *Beef Bulletin* with three issues scheduled for Fiscal 1992 going to more than 34,000 commercial cattlemen.

Details on various departments for 1991, as well as complete financial details for the Association and Angus Productions Inc., will be presented in a reprint of the annual report in the December issue of the *Angus Journal*.

I'm sure you'll be impressed by the accomplishment of your Association in the past year and share in our optimism for the years ahead.

