

LEAD IN

by Richard L. Spader, Executive Vice President
American Angus Association



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Angus Business is in the Black

The advance of the Angus breed in the 1994 fiscal year is a joy to behold, at least for those of you who breed, sell and promote the improvement of Angus cattle.

When our 1994 fiscal year ended Sept. 30, virtually every Angus business indicator showed solid, even impressive growth. It's a tribute to the commercial cow-calf producers who are our customers, to members of the American Angus Association who breed and market top quality Angus seedstock, and to your American Angus Association and its programs.

The annual report of the American Angus Association will be available at the Annual Meeting in Louisville, Ky., on Monday, Nov. 14, and will be printed in the December issue of the *Angus Journal*. It will contain a detailed story of the fiscal year just passed. However, I want to share these highlights with you.

Registrations total 214,261, an increase of 10.79 percent from a year ago. It's the most Angus registered in a single year in 13 years. Transfers totaled 127,276, an increase of 9.4 percent.

Sales in the Certified Angus Beef (CAB) program showed a 31 percent increase over a year earlier. Total sales were 173 million pounds. The 805,000 carcasses certified for CAB program represent 3.2 percent of U.S. commercial fed cattle. The 4.6 million Angus-type cattle identified live for the program account for 17.5 percent of the U.S. commercial fed cattle.

We continue to process and use more performance records in the breeding of Angus cattle. During the year members sent 458,283 birth, weaning and yearling weights to the Association's Angus Herd Improvement Records (AHIR) department for processing.

That's another record and an increase of 12 percent over last year.

The use of artificial insemination (AI) continues to grow, as more breeders use this method of introducing superior genetics into their herd. Last fiscal year 69,960 AI Service Certificates were issued by the Association for an increase of 4.93 percent.

It would be no surprise then that the average price paid for registered Angus bulls and females set another record. The 21,482 bulls sold at auction during the year averaged \$2,624 per head, an increase of \$171 per head over 1993. Females sold at auction averaged \$2,053, \$77 per head more than a year ago,

Along with other business increases, more people are interested in getting into the registered Angus business. At the end of the fiscal year total membership in the Association stood at 27,958. This includes 20,089 adult and 7,869 junior members. During the year 2,600 regular memberships were issued, an increase of 6.3 percent. New junior memberships total 1,392, up 7.4 percent.

Breeders have done a more effective job of advertising and marketing, and this showed up in the year-end figures for the *Angus Journal*. Circulation at the end of the year stood at 19,790, an increase of 1,082 subscribers for the year. And, breeders did more advertising in the *Journal*. Advertising pages totaled 1,741 for the year, an increase of 12 percent. This allowed the amount of editorial to increase by some five percent to 1,106 pages.

All in All, 1994 was a good year to be in the cattle business, and a very good year to be in the Angus business.

