

A Year of Tradition and Progress

American Angus Association celebrates Fiscal Year 2019.

by Rachel Robinson, American Angus Association

At the end of every fiscal year (FY), the American Angus Association reflects back on the past 12 months. Without fail, every year is a little different than the previous. The FY 2019, Oct. 1, 2018, to Sept. 30, 2019, brought many great strides and produced the fifth consecutive year of more than 300,000 registrations, finishing the year at 304,577 total head registered.

“The American Angus Association and all its entities have made significant strides in the past year to deliver more value to our members,” says Mark McCully, American Angus Association CEO. “Among those strides are updating the dollar value indexes (\$Values), improving expected progeny difference (EPD) models and adding new foot score and research pulmonary arterial pressure (PAP) EPDs, beginning the creation of the new Pasture to Publish sale book portal from Angus Media, redesigning the *Angus Beef Bulletin*[®] and creating more demand for our beef through the *Certified Angus Beef*[®] (CAB) brand. We’re looking forward to another year of celebrating tradition and making progress in 2020.”

Celebrating tradition

The *Angus Journal* turned a page in history as it celebrated 100 years of reporting on the American Angus Association, the Angus breed and

the beef cattle industry. The *Angus Journal* traces its roots to 1919, when on Aug. 10, in Webster City, Iowa, printer Fred Hahne, published the first issue of *The Aberdeen-Angus Journal*. In 1979, the Association purchased the publication and shortened its name to *Angus Journal* — a name readers had called it for years. For the past 40 years, production of the *Angus Journal* has taken place in the Association office in Saint Joseph, Mo.

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The Angus Foundation, the 501(c)(3) not-for-profit arm of the American Angus Association, continues to support Angus education, youth and research. This year, the Angus Foundation launched a new advertising campaign to show how the foundation has helped five National Junior Angus Association (NJAA) alumni.

The “Work Hard. Dream Big.” campaign features Bailey Harsh, assistant professor at the University of Illinois; Daniel McFarland, administrative fellow at Johns Hopkins; Zeb Gray, beef feedlot

nutritionist at Furst-McNess; Michael Cropp, meat science extension program specialist at Iowa State University; and Jara Settles, general counsel and vice president of risk mitigation at the Livestock Marketing Association (LMA).

These individuals were recognized in print, video and on social media platforms displaying their specific form of success and how they serve as advocates for the beef industry and role models for the next generation of the Business Breed. Visit AngusFoundation.org to see these Angus Foundation Success Stories.

Ensuring advancement

Angus Genetics Inc. (AGI) developed new tools in FY19 that were the first of their kind. A beef industry first, the foot score expected progeny difference (EPD) project was completed. Those two traits, foot angle and claw set, were moved from research EPDs on sires to being published weekly on the entire population. In addition, research EPDs for pulmonary arterial pressure (PAP) were launched by the American Angus Association on Feb. 1, 2019.

In cooperation with AGI, the American Angus Association updated the \$Values after an extensive research project. The original \$Value models were created in 2004. But since 2004, technology has improved; and new EPDs were

added to more fully characterize economically relevant traits. Included in this effort were improved models for feed intake and mature weight EPDs. As key components of the new Maternal Weaned Calf Value (\$M), further refinement of these trait evaluations increased accuracy of \$Values. In addition, the Association has been promoting the MaternalPlus® whole-herd reporting option to continue down the road to a longevity EPD. The additional reproductive trait data will expand both cow survivability and breeding tools.

During FY 2019, more than 72,000 head of feeder cattle were enrolled in Angus LinkSM and the Association's USDA Process Verified Program (PVP), AngusSource®. The Association increased its verification lineup by adding five more Process

Verified Program (PVP) claims that included: Non-Hormone Treated Cattle (NHTC), NeverEver3 (NE3), Cattle Care and Handling, Calf Management, and Angus-Sired Genetics. Commercial producers responded positively. NHTC was added to 38% of the enrollments, while 21% chose the NeverEver3.

Communicating progress

The Association produced the first-ever documentary on the effect of urban sprawl on five Angus producers and American agriculture as a whole — *Losing Ground*, an *I Am Angus*® production. Between RFD-TV and the Angus TV Youtube channel, the film has been viewed more than 170,000 times. It has also been accepted to at least four film festivals, where it has been selected as Best Documentary twice.

Angus Media started development of Pasture to Publish, which will provide Angus breeders a new look at sale book creation, promotion and viewing. By utilizing our new software, breeders will be able to guide the creative process while receiving an extensive suite of tools that directly enhance their marketing abilities, including content and data management, instant in-depth analytics, and a streamlined production process. Buyers will appreciate this system's ability to research sale offerings online, mobile-friendly layouts, real-time EPD and animal info updates, embedded videos, and multiple viewing options.

The *Angus Beef Bulletin*® was redesigned from the traditional black-and-white tabloid to a four-

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color, glossy magazine and the content now includes an editorial focus uniquely devoted to its audience of commercial cattlemen. The makeover earned the coveted James Flanagan Award for most improved publication from the Livestock Publications Council (LPC).

Setting sales records

For the 13th year in a row, the *Certified Angus Beef*® (CAB®) brand reported record sales, settling at 1.25 billion pounds (lb.). It's also the 15th consecutive year of sales growth. A global network of nearly 19,000 licensed processor, foodservice and retail partners marketed an additional 38 million lb., or a 3.1% increase, over the previous year.

CAB acceptance rate — the percentage of Angus-type cattle meeting the brand's 10 carcass specifications — rose to a record 35% this year. That 5.65 million certified carcasses came to 471,000 more than last year's tally.

CAB set sales records in all but three months of FY 2019; six months ranked among the top 10 sales months in the brand's 41-year history. Sales were up across all divisions, from retail and foodservice to international and value-added products. Turn to page 68 to learn more about the CAB brand's year-end statistics.

To view the 2019 Annual Report in its entirety, visit www.Angus.org/AnnualReport. 

ANGUS FOUNDATION
\$1,229,900
 OVERALL INVESTMENT INCOME



113 SCHOLARSHIPS AWARDED
 totaling **\$286,700** 

Total Registrations
2019 **304,577**



head enrolled in **MATERNALPLUS®**

REGISTERED **ANGUS** TRANSFERS
69,369 ^{cows} **74,384** ^{bulls}

GENOMIC TESTS SUBMITTED
159,841

TOTAL GENOTYPED ANIMALS
697,901
 28.6% ↑ FROM 2018

12,000
Angus Journal
 PAID MONTHLY SUBSCRIBERS

462 *Angus Media*SM
 Sale books created

65,500
Angus Beef Bulletin[®]
 AVERAGE PRINTED PER ISSUE
 Jan, Feb, Mar, Sept, Oct

34 MILLION
Angus Media
 Sale books page views online