

by Mark McCully
CEO, American Angus Association



Driving our future

Regardless of your affinity for strategic planning, I think most would agree that clearly defined objectives are important for any successful business or organization.

Our American Angus Association has had many successes in the past, and we enjoy a leadership position in the beef industry today. We have tremendous momentum, and I continue to be excited and optimistic about our future. As we look strategically at our ever-changing industry, the Board of Directors recently adopted five long-range objectives to increase focus and provide more clarity to our organizational priorities. (See page 18.)

Drive Breed Improvement

A primary role of the Association is to provide you with the tools you need to improve Angus genetics. Angus breeders have done a great job of advancing the breed, and we'll continue to put tools in your hands to make sure we maintain that preferred position with cow-calf producers, feeders and packers. Now more than ever we believe it is our responsibility to drive the research that improves the Angus breed and the bigger beef industry.

As technology advances, we need to validate our genetic predictions in commercial settings. Through our structured sire evaluation and other strategic efforts, we plan to capture more commercial data and further refine our genetic evaluation.

Enhance Member Experience and Success

Our diverse membership is an

incredible strength, but also a challenge as we strive to deliver tools, programs and services to meet your needs. We have breeders targeting different markets from commercial bulls to elite breeding females to show heifer prospects, each looking to the Association for different things. Our task is to listen to those members, understand their needs and ensure our relevance to all.

Part of enhancing member success is driving demand for registered Angus seedstock. As more and more nonregistered bulls appear in the marketplace with genetic predictions and expected progeny differences (EPDs), it is imperative we drive home the message that “not all EPDs are created equally” and the prediction power of the Angus database and Angus pedigree is second to none.

Foster Profitability of Commercial Cattle Producers

It goes without saying that if our customers succeed, Angus breeders will succeed. Ultimately our goal as seedstock producers is to provide genetics that drive their business and profitability. It's also important to provide value-added programs, like AngusLinkSM, to help them capture the added investment they've made in registered Angus. We believe that management and marketing systems of the future will be dependent on data and


specifically, genetic information that will direct management and marketing decisions.

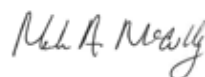
Serve as a Trusted Industry Resource

Angus breeders have long been leaders in adopting science and technology in genetic improvement. It will continue to be a priority to be a resource for you and provide you with educational programming, new ideas and platforms, that fit your needs — whether you are a fourth-generation Angus breeder or someone just getting started.

Grow Consumer Trust and Loyalty

We are all aware that without strong consumer confidence in our end product, we as cattlemen cannot be successful. *Certified Angus Beef*[®] (CAB[®]) products are in high demand around the world, and the brand gives us a great vehicle to better connect with consumers.

I am excited to present these long-range objectives to you. While fairly simple, I believe they will be effective in helping clarify our focus as an Association and what we as staff and a board will be working towards on your behalf moving forward. 



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ANGUS

THE BUSINESS BREED

LONG-RANGE OBJECTIVES



DRIVE BREED IMPROVEMENT



ENHANCE MEMBERSHIP EXPERIENCE AND SUCCESS

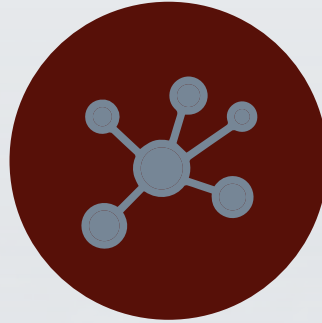


Our Mission

To provide programs, services, technology and leadership to enhance the genetics of the Angus breed, broaden its influence within the beef industry, and expand the market for superior tasting, high-quality Angus beef worldwide.



FOSTER PROFITABILITY of COMMERCIAL CATTLE PRODUCERS



SERVE AS A TRUSTED INDUSTRY RESOURCE



GROW CONSUMER TRUST AND LOYALTY





HOW DO YOU LEAD?

NORTH FACE • ENTERPRISE • SENSATION • SOUTHERN CHARM

WE LEAD THROUGH EXAMPLE.

Since Charles W. Herbster's grandmother gave him his first Angus cow in 1965, he has been **PASSIONATE** about raising Angus cattle. Throughout the years, fads have come and gone, but Mr.

Herbster has stayed **DILIGENT** with the characteristics that he loves in his cattle: **DOCILITY, PERFORMANCE, UDDER QUALITY, MILKING ABILITY, SUPERIOR STRUCTURE,** and **EXCELLENT PHENOTYPE**. Mr. Herbster selected cattle that he deemed **IMPORTANT** to help his own herd, and when he decided to add **WORLD-CLASS** bulls from reputable herds to **ENHANCE** his own, his **LEADERSHIP** and **UNIQUE** idea of a "breeder-to-breeder" bull stud was born. Since the acquisition of North American Breeders Inc. in 2015, Mr. Herbster has been **LEADING** the charge in the semen business, forging ahead with a "**NEW INDUSTRY STANDARD,**" 40-million-count semen—that's almost twice the potency of other semen distributors. Buying the best bulls to **INCREASE** profits and **IMPROVE** the herds of America, Charles W. Herbster and Herbster Angus Farms are **LEADING AMERICA'S AGRICULTURE™**.

Won't you follow us down the path? We can't afford to use sub-par semen. **CAN YOU?**



SAV GOVERNOR 6844
AAA 18578961

Our \$544,000 valuation Governor is the best calving-ease option of the eight Charlo X 4136 bulls to sell in the 2017 SAV sale. He also had the most impressive marbling scan in the flush. Governor is a calving-ease option and adds dimension and growth to his progeny. The Governor calves are extremely thick and easy fleshing with great feet and legs. Some cattlemen say he sires the most powerful progeny out of all the brothers!



SAV PRESIDENT 6847
AAA 18578964

The sire of the world record-selling bull in Angus history, America, President is our top-selling bull of the 2017 SAV sale at \$750,000, with a total valuation of \$938,500. Incredible in his structure and powerful in his design, President is the best Charlo son out of the No. 1 income-producing cow in SAV history, SAV Blackcap May 4136. Thick and efficient, he represents the future of performance Angus genetics.

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