

American Angus Association Completes a Successful Fiscal Year

Association achieves milestones in 2021.

by Briley Richard, American Angus Association

The American Angus Association concluded a successful fiscal year, packed with member-wide achievements and industry-leading advances. The year marked the seventh-consecutive year of more than 300,000 registrations, with an additional 143,305 recorded transfers. The fiscal year, which concluded Sept. 30, tallied a grand total of 27,560 regular and junior memberships combined.

Returning to normalcy after a year of cancellations and uncertainty, production sales experienced record-breaking averages with a 27.4% increase in female sale averages and a 13.6% increase in bull sale averages.

The Angus family hit new levels and historic records.

“This business has changed in such a huge way in a relatively short period of time,” says Mark McCully, CEO of the Association. “When you

think about what we’re delivering to the consumer today, we’re delivering the highest-quality product that our industry has ever delivered. In addition we have more tools, better ways to describe feeder cattle and a progressive membership that has their eye on the future.”

Angus Genetics Inc. (AGI), a subsidiary of the American Angus Association, announced new leadership by appointing Kelli Retallick-Riley as president.

AGI celebrated a milestone accomplishment of one million genotypes, only possible with the hard work of Angus breeders who are willing to invest in the technology. The use of these genotypes allows enhanced accuracy and predictability of difficult-to-measure traits.

AGI continued to work on tools that improve the profitability of the beef cattle industry, including

collecting data for the hair shed research expected progeny difference (EPD) and introducing new teat and udder-scoring guidelines.

One thing that remained constant this year, as it has since its inception in 1883, is the Association’s dedication to its membership. This year Association members surpassed 20 million registrations, a feat ensuring the value of registered Angus cattle.

To keep focus on maternal traits and longevity, the Angus Herd Improvement Records (AHIR®) program implemented the Inventory Reporting option. This simplified reporting method gives breeders the option to record difficult-to-reach traits while maintaining accurate herd records. Inventory reporting gives full credit to high-performing females, ensures a complete record of the herd and provides insight on economically relevant traits.

The recorded traits then serve as decision-making tools for both commercial and seedstock producers.

As a cutting-edge source of information, Angus Media created the “Feeder-Calf Marketing Guide,” a resource for commercial cattlemen using registered Angus bulls. The publication aided producers in their marketing decisions by providing production tips, explanations of AngusLinkSM and the Genetic Merit Scorecard[®] (GMS), commercial directories, and information on all process-verified programs offered through the Association’s Commercial Programs department.


With its goal of providing cost effective and quality marketing services to Angus breeders, Angus Media produced a record 491 sale books and 424 breeder websites.

The *Certified Angus Beef*[®] (CAB) brand affirmed its quality standard with another year of exceeding consumer expectations. Combined focus on genetics and management lead to a record-breaking 36.8% brand acceptance rate. Cattlemen earned \$1.7 million per week in carcass-based premiums.

CAB marked its second-largest sales year on record at 1.215 billion pounds (lb). It implemented a #RestaurantChallenge to support the restaurant industry and worked

with more than 19,000 licensed partners in 54 countries this year.

With the value of Angus cattle consistently increasing, the Association configured its new advertising campaign to emphasize the power of Angus. With the confusion of black-hided cattle in the marketplace, the Powered by AngusSM campaign illustrates the confidence cattlemen can put in the power of EPD data, documented pedigrees and marketing programs with the purchase of a registered Angus animal.

As a nod to George Grant’s arrival to North America with Angus genetics on May 17, 1873, the Angus Foundation hosted the inaugural Angus Day of Giving on May 17. The fundraising event included a series of mail, video and social media outreaches to promote the lasting effects of the Angus family. The campaign raised \$14,000 of unrestricted funds, acquired more than 25 new donors and reached more than 59,000 prospective donors. 

Editor’s note: To view the 2021 Annual Report with in-depth information about the year, visit www.angus.org/pub/annualreport.

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313,138
registrations



144,864
BULLS



167,330
COWS

143,305

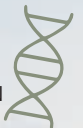
TRANSFERS



27,560
members



ONE MILLION
GENOTYPES,
20 MILLIONTH
REGISTRATION



491

SALE BOOKS

424

BREEDER
WEBSITES

**ANGUS
MEDIA**SM



36.8%

BRAND
ACCEPTANCE RATE



ANGUS
Foundation

\$749,016
FUNDS FROM DONORS