

by Mark McCully  
CEO, American Angus Association



## Solving problems

*As I study businesses across all types of industries, I tend to find the most successful companies are the ones solving problems.*

I don't know anyone who enjoys an experience in a taxi cab. It's not very pleasant ... and sometimes really scary. Along comes Uber solving that problem for us. Venmo has made cashless transactions simple. I can sit on my couch and order about anything I need through Amazon.

These successful brands, and the successful companies behind them, have solved problems.

How can we, as a breed and as an association, help solve problems for the beef industry and the cattlemen and women who make their livelihoods from it? How can you, as a seedstock producer, solve problems for your bull customers? How can you, as a commercial producer, help solve problems for the feeder of your calves?

Maybe the most common problem I hear from all of you is the inability to find employees. Without question, the labor issue is one of the biggest problems facing our industry, and our country for that matter.

### Breeding no-hassle genetics

How does this relate to Angus? I think now more than ever we need to be providing genetics to our commercial producers to make their lives easier. Angus breeders have selected for calves that come easier without worry at calving season.

We have been selecting for disposition and better feet to eliminate the headaches no one has time to deal with anymore. Focusing on problem-free, no-hassle genetics is a strength of the Angus breed and one we can continue to advance.


I don't have the solution for inflation, but as you as producers grapple with skyrocketing costs on every input you have, maintaining or growing margin is going to be largely tied to increasing revenue. *Certified Angus Beef*® (CAB)-qualifying carcasses and calves sired by registered Angus bulls bring back more dollars to your operation to offset some of that inflation.

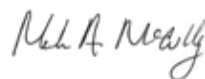
When marketing your products, you are faced with a very noisy marketplace. Angus Media is laser-focused on bringing our registered breeders cutting-edge tools to help you create your brand and differentiate yourself and your products.

For our commercial producers selling feeder cattle, it was once enough to make them black-hided. Today 75% of all cattle are black-hided. To differentiate yourself, AngusLink<sup>SM</sup> will document added value in your genetics and help you connect with buyers searching for cattle better than the average commodity offering.

I know for so many in agriculture, the biggest goal you have is to be able to hand your operation over to the next generation. I believe the role Angus genetics are playing to help producers be profitable is vital and at the same time, we need to be investing in our young people.

I am so encouraged when I get to work with the youth in our junior association. They are creative, ambitious, hard workers; and my goal is to make sure we have them fired up to see their future in the Angus business.

I am encouraged at how many ways this breed and this organization can bring solutions to hard problems of this beef industry, and what's even more reassuring are the problems we will solve in the future. 



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