

by Mark McCully  
CEO, American Angus Association



## Another successful year in the books

*The year of 2023 has been significant for the Angus breed as it marked the 150th anniversary of the first Angus cattle coming to the United States.*

Formed 10 years later, the American Angus Association (originally named the American Aberdeen-Angus Breeders' Association) was established to keep a herd book and maintain the purity of the breed. While still focused on that original charter, the organization built to support registered Angus breeders has grown and evolved over time.

September 30 marked the end of the fiscal year for the Association and its four subsidiary companies — Certified Angus Beef LLC (CAB), Angus Media, Angus Genetics Inc. (AGI) and the Angus Foundation.

Collectively, it was another great year of significant progress towards driving the mission directly tied to member and commercial producer success. After all, an association can only be successful if its members are successful.

Association membership continues to be strong with nearly 22,000 members, including a great youth program of 4,500 members. In the last year, members registered 300,761 cattle into the herd book. We continue to see strong diversity across the membership, one of the key strengths of the Angus breed. Breaking down the membership, we see that 76% of active members registered less than 20 head. Combined they account for 17% of total registrations. Just 5% of the members registered more than 100 head, but they account for half of the 300,000 registrations. This diversity

is not necessarily new, but of course will continue to be a challenge as we prioritize resources and programming to maintain and grow relevance with both groups who tend to look to the Association for different things.

I believe all membership agree on the need to continue to focus on connecting with the consumer and growing demand for our end product. Celebrating a 45-year anniversary, the CAB program closed its third all-time best year, exceeding 1.2 billion pounds sold across 52 countries and 18,000 brand partners. Overcoming tight cattle supplies and record high prices, the brand continues to deliver on a promise of premium quality to consumers around the world.


On the genetic side, we continue to see an increase in genomic testing, with more than 200,000 genomic samples processed by AGI last year on behalf of the membership. In 2023, 58% of all registered Angus cattle were sire-verified, and 45% were verified to both sire and dam. Increased accuracy of pedigrees is giving cattlemen more confidence in registered Angus seedstock and making our genetic predictions more powerful.

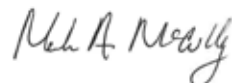
The recent Industry Insights survey conducted by Angus Media and CattleFax identified that 81% of commercial cattlemen said it was important the bulls they buy be registered. Our Powered by Angus<sup>SM</sup> breed promotion and the AngusLink<sup>SM</sup> program will continue to focus on differentiating the value

of registered Angus bulls. The new partnership with IMI bolstered the AngusLink program, leading to all-time record enrollments and market premiums.

The past year saw several other exciting advancements, including the launch of the World Angus Evaluation in October as well as the release of a Functional Longevity research EPD. Angus breeders have stayed committed to data collection, with more than 1 million phenotypic data points submitted through Angus Herd Improvement Records (AHIR<sup>®</sup>) in the last year alone. More breeders are also seeing the value of whole herd reporting, with now more than 100,000 females enrolled. Phenotypic data continues to be the backbone of the Angus evaluation.

The year was loaded with far more great stories of breeder success and Angus growth than what I can capture in this column. The 2023 Annual Report is available at [www.Angus.org](http://www.Angus.org), and I would encourage all members to check it out.

As an Association we will stay diligent on adapting, adjusting and even reinventing where needed to stay relevant and valuable to our membership. That's been a pretty good formula in the past, and I suspect it will yield good results going forward. 



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