

An Angus Breeders Enjoy Edge on the Competition

It is not often that you see an advertisement on the cover of an Annual Report. But this one-page ad produced in 1990 for the 1991 American Angus Association advertising campaign incorporates many of the elements which provide members of the American Angus Association, and their customers, with a real competitive edge in today's cattle business.

What the American Angus Association has been able to do with the Certified Angus Beef Program, the Angus Sire Evaluation Report and the Angus Beef Bulletin is to bring together consumers, retailers, packers, feedlot operators, commercial cattle producers and registered Angus breeders. A lot of people have talked about doing this over the years, but in fact it has never happened before, at least on a significant scale.

The Certified Angus Beef program initially brought together the American Angus Association, and a group of packers, distributors and retailers. At some of the early CAB meetings it was the first time that representatives from all these segments of the beef industry had ever sat down together to discuss common problems and goals. CAB people are still plenty competitive, but now they also cooperate on the production and distribution of a high quality, predominantly Angus beef product to fill a demand, one that few outside the Angus business believed existed a few years ago.

At the time CAB was beginning the American Angus Association was in the

early stage of producing Expected Progeny Difference figures on Angus bulls through the National Sire Evaluation program. In the late 1970's and early 80's these programs were just gaining acceptance by registered Angus breeders, but that was soon to change.

The accuracy and usefulness of EPDs excited the imagination of agricultural journalists, educators and extension people. They soon conveyed their interest and excitement to the commercial cattle industry. By the mid-1980s EPDs were being accepted and used by a large and growing segment of the beef cattle industry.

Then, in 1985, the American Angus Association started the Angus Beef Bulletin. It was designed to inform commercial cattle producers who use registered Angus bulls about the Certified Angus Beef Program, about the Angus Feeder Cattle Directory, and how it can be used at a nominal cost to merchandise feeder cattle to major feedlot operators around the United States, about the Angus Sire Evaluation Report, the Certified Angus Beef Feedlot-Carcass Contest, and a host of other Angus programs and events of economic value to cattle producers who use Angus bulls.

For the first time some 32,000 commercial cattle producers who use Angus bulls were getting regular information from the Bulletin about new potential markets for the cattle they produce. Later the Bulletin was opened to registered Angus advertisers

who want to tell a proven Angus bull market about the advantages of their cattle.

A major step in 1990 was the printing and mailing of the Angus Sire Evaluation Report as part of the Angus Beef Bulletin. What's more, the Bulletin and Sire Evaluation Report were also mailed to every Angus Journal subscriber. In September 1990 some 50,000 people received free copies of these two publications. It is the widest ever circulation for a beef sire evaluation report.

Now thousands of commercial cattle producers are familiar with the Certified Angus Beef Program and the specifications for live cattle and carcasses. These same people receive the Sire Evaluation Report. They are learning the importance of producing lean, high quality cattle. What's more, they find that they can use the Sire Evaluation Report to select bulls with excellent EPDs for carcass quality, as well as for birth, weaning and yearling weights, and milk production.

At the engine of the beef train is the consumer. His and her likes and dislikes drive the beef industry. Fortunately, their acceptance of Certified Angus Beef, and their willingness to generally pay a premium for it, is affecting decisions all down the track. At the caboose of the beef train is the registered Angus breeder and just in front of him is the commercial producer. Both of these



*Richard L. Spader
Executive Vice President*

respond to the pull of the consumer. They are adjusting their production to turn out the higher quality, leaner Angus product that is being demanded.

So it is a pleasure to report to you that the 1990 fiscal year was one of growth and progress. We saw increases in every segment of our business in 1990 and this is the fourth year of the upward trend in Angus business. It is all reported here in this American Angus Association 1990 Annual Report. I think you will find it demonstrates very effectively why Angus breeders and commercial producers do indeed have an edge on the competition as we close out this first year of the 1990's. ■

Breeders Set Record In 1990, Process 331,231 AHIR Weights

In the Performance Programs Department records are made to be broken, or so it seems. Since breeders in 1959 began weighing calves and reporting those weights to the American Angus Association, new record high totals have been established in all but six years.

The 1990 fiscal year was no exception. The number of weights processed through the Association's AHIR program was 331,231, the first time more than 300,000 weights had been processed in a single year, and a better than 10 percent increase over 1989.

The biggest percentage increase came in yearling weights. Breeders recorded 72,045 yearling weights, up more than 20 percent for the year. Weaning weights topped at 133,106 head, up just over 6 percent and birth weights at 126,080, showed a nearly 9 percent increase.

Participation in the AHIR program by individual breeders continued to grow, too. At the end of the year 2,465 members were enrolled in the AHIR program, a nearly 12 percent increase from the year before.

Publishing of the Sire Evaluation Report, twice each year in spring and fall, creates a wealth of breeder interest, as well as interest from commercial cow-calf producers. This fall marked a very important milestone in the program when the report was published as part of the Angus Beef Bulletin and mailed to some 32,000 commercial cattle producers who use Angus bulls. In addition the Bulletin with its Sire Evaluation Report were also sent to all subscribers of

the *Angus Journal*. This boosted circulation of the Report to near 50,000, another new record for the Angus breed.

This widespread distribution and use of the Angus Sire Evaluation Report is another edge that Angus breeders have on their competition.

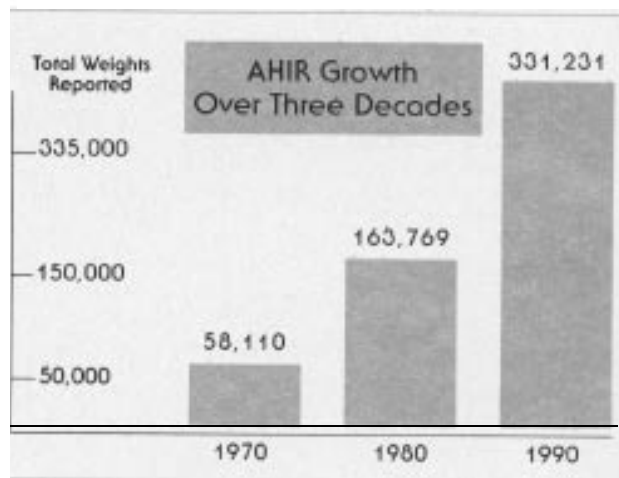
During the past year commercial cattle producers who had requested copies of the Sire Evaluation Report through Angus advertising were surveyed to determine how they use the Report. The highly accurate survey found that 95 percent of the people who received the Report read it. A full 47 percent said they contacted an Angus breeder as a result of the information in the Report, and 32 percent actually bought a bull or semen as a result of these contacts. Of those who didn't buy a bull at the time, 64 percent said they plan to purchase an Angus bull in the next 12 months.

Cattle producer interest in Angus Sire Evaluation and EPDs was reflected also in the use of the Association's motion

picture-video titled "Like Beggers Like". Some 256 video tapes of the show were sold to breeders during the year. In addition, some 3,000 people saw the motion picture or video in special showings, and it was broadcast on one satellite farm network and two TV stations.

The performance department continued to cooperate with major colleges and universities to expand

information about beef cattle performance testing. In addition, John Crouch, director of performance programs, continued his heavy speaking schedule throughout the United States and in several foreign countries, to promote the use of Angus performance records, and the use of U.S. Angus cattle with outstanding performance records. ■



AHIR STATISTICS

	Total Weight	Birth Weights	Weaning Weights	Yearling Weights	Participating Members
MONTANA	48,765	17,898	18,769	12,098	209
NEBRASKA	38,352	13,540	13,239	11,573	139
SOUTH DAKOTA	22,612	8,651	9,163	4,798	94
NORTH DAKOTA	19,638	7,845	8,238	3,555	104
IOWA	18,429	7,136	7,551	3,742	140
KANSAS	14,694	5,112	5,665	3,917	112
VIRGINIA	13,502	5,512	5,678	2,312	110
MISSOURI	12,950	5,014	5,382	2,554	134
OKLAHOMA	10,345	3,705	4,675	1,965	76
GEORGIA	9,151	3,676	3,682	1,793	75

Certified Angus Beef Sales Up, Top 85 Million Pounds In 1990

A big edge on the competition for Angus in 1990 was Certified Angus Beef. The program continued to build demand for black hided cattle and the registered Angus seedstock that are their source. The price of Angus bulls sold at auction continued to rise during the year hitting another all time high of \$2,138.

Sales of Certified Angus Beef climbed to 85 million pounds during fiscal 1990, an increase of 19.5 percent over 1989. More than half of all CAB sales were over the retail counter, totaling 44 million pounds, a 35 percent increase. Three major retail chains joined the CAB Program during the year, adding 101 stores that sell only CAB in their fresh beef cases. At the close of the year there were 607 retail outlets selling Certified Angus Beef in 33 states and four foreign countries.

Restaurant patrons continued to enjoy Certified Angus Beef in record numbers. Food service use of CAB totaled 35 million pounds for the year, an increase of six percent. Two new food service distributors were licensed to purvey CAB in Iowa and Dallas, Texas. During the year 228 food service businesses were licensed to promote CAB, bringing the number of licensed restaurants and clubs to 1106. In addition, another 6,000 restaurants regularly use CAB in their operations, but do not sign agreements and, thus, do

not promote the fact that they sell CAB. They use it solely for its high quality and consistency.

Export sales of CAB increased 10 percent to total six million pounds for the year. Some 11 licensed Certified Angus Beef export companies sell to a number of countries, with Japan being the primary importer of CAB.

The Supply Development Division introduced with considerable fanfare this year a new program to acquaint commercial cattle producers with Certified Angus Beef specifications, and to interest them in aiming more of their production at the CAB Program. It is the Certified Angus Beef Feedlot Gain and Carcass Contest, that begins in December 1990 with delivery of cattle to the feedlot. Each animal that is entered must meet CAB live animal specifications. Producers will get to experience how retained ownership through the feedlot works, and they will receive detailed carcass information on their cattle. What's more is the grand champion pen will win \$5,000, with the reserve getting \$2,500. The contest will take place at Decatur County Feed Yard, in Oberlin, Kansas, and the cattle will be slaughtered at Hyplains Dressed Beef, in Dodge City, Kansas.

As a service to commercial cattle producers, and to funnel more black cattle into the CAB Program, the Angus

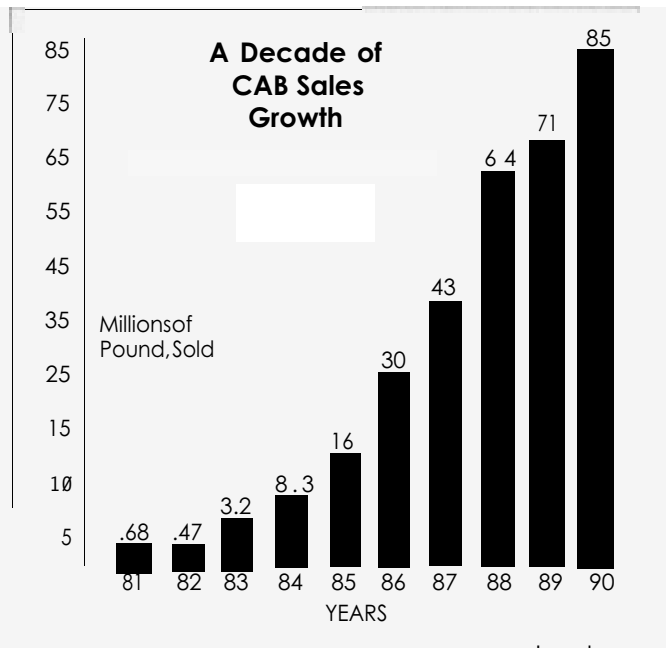
Feeder Cattle Directory continues to be published and distributed to all major feedlots. Any registered or commercial Angus cattle producer may list cattle for sale in the directory. What's more, John Stowell, director of Supply Development for CAB will help producers obtain carcass data on their cattle.

Another service to cattle producers, feeders, and licensed CAB packer buyers is the Supply Update Newsletter. Each issue contains up-to-date information on the industry along with a section on black feeder and finished cattle for sale.

Last year four new packing and fabricating plants were licensed to produce CAB. Some 26 plants now slaughter for CAB. During the year they

identified 2.2 million live cattle as eligible for further CAB evaluation, a 26 percent increase over a year ago.

Of these 2.2 million black hided cattle, however, only 387,000 produced carcasses that qualified for the CAB Program. This "acceptance rate" of only 17.6 percent was the lowest in the history of the program. Market conditions and growth stimulants are blamed for part of this problem. Still it presents a major challenge to Angus breeders and the beef industry in the years ahead. An increasingly large supply of top quality Angus commercial cattle will be needed to meet future, growing demands of Certified Angus Beef. ■



New Computer Assures Members of Continued Fast, Accurate Service

Installation of a new computer in 1990 set the stage for even more rapid processing of American Angus Association records in the future. One-day turnaround time for registrations and transfers is now assured well into the future, even with the introduction of all performance registration certificates beginning in January 1991.

This fast, accurate service is yet another edge that Angus Association members have on the competition. With no long waits for registrations, transfers and AHIR records to be processed and returned, breeders find it is easier to keep their own records current and useful, and easier to serve their customers.

During the year nearly 60,000 performance

registration certificates were issued compared with just under 45,000 a year ago. Performance certificates take about ten times more computer time to process than regular registration certificates. The importance of performance certificates and their popularity are the main reasons the new computer was necessary.

One-day turnaround time means that all registrations and transfers received in St. Joseph on Monday are processed and sent back to members on Tuesday. Angus Herd Improvement Records take three days processing time. In other words, performance work that arrives on Monday is mailed back to members on Wednesday.

Members received all this service in 1990 while paying

the lowest fees of any breed association members anywhere. The minimum fee for registering an Angus calf in 1990 was just \$6. That compares with \$3 for an

Angus registration in the early 1900's, and with the \$10 to \$15 charged by other breed associations today.



Computer terminals connected to the mainframe computer help speed processing of work through the American Angus Association. The terminals on the desks of workers (foreground) and the mainframe computer (background) were all new in 1990.

1990 AMERICAN ANGUS ASSOCIATION RECORD OF BUSINESS

BUSINESS

Registrations		Transfers	
1. Montana	15,357	1. Montana	7,761
2. Nebraska	11,501	2. Missouri	7,701
3. Missouri	11,081	3. Texas	6,144
4. Iowa	8,369	4. Oklahoma	5,792
5. Texas	8,300	5. Nebraska	5,655
6. South Dakota	7,414	6. Virginia	4,626
7. Oklahoma	6,844	7. Iowa	4,468
8. Kansas	6,758	8. Kansas	4,090
9. Virginia	6,469	9. Illinois	3,662
10. North Dakota	5,753	10. Kentucky	3,650

NEW MEMBERSHIPS

Regular		Junior	
1. Texas	132	1. Texas	95
2. Missouri	102	2. Oklahoma	92
3. Virginia	97	3. Illinois	74
4. Oklahoma	86	4. Iowa	69
5. Tennessee	77	5. Missouri	58
6. Kentucky	74	6. California	49
7. Montana	60	7. Kansas	43
8. Indiana	58	8. Indiana	42
9. Georgia	56	9. Nebraska	38
9. Iowa	56	10. Wisconsin	32
9. Ohio	56		
10. North Carolina	55		

Angus Association's Front Line Made Up of Its 11 Regional Managers

The front line of the American Angus Association is made up of Regional Managers. In any single year they have more direct contact with Angus Association members and commercial cattle breeders than any other Association staff member, officer or director.

The eleven men who work out of their homes to cover the entire United States, provide a service, an edge on the competition, if you will, that is not offered by any other beef breed association.

The men are experts in a number of fields — production, management, marketing — and often a lot more. They represent the *Angus Journal* as sales representatives and ringmen, and work with juniors and adults to develop programs that will involve members in a variety of activities, and promote membership in local, state and the national associations.

Thanks to their ability to report news and take photographs, the American Angus Association has the best publicity and public relations program in the industry. They are often called upon to take advertising pictures for members and even design their advertisements.

During the year the eleven men drove their cars an average of more than 40,000 miles each to serve Angus breeders. At an average of 60 miles an hour, each man spent the equivalent of from 80 to 90 eight-hour work days behind the wheel. They also spent well over 100 nights each away from home and family. ■

ASSOCIATION REGIONAL MANAGERS, their territories, addresses and telephone numbers

WAYMON ASHLEY — Arizona, New Mexico, Texas
3213 Cheryl Lane
Fort Worth, TX 76117
(817) 834-6552

JOHN BARTON — Iowa, Missouri
Rt. 1
Columbia, MO 65201
(314) 449-3051

RICHARD DYAR — Alabama, Arkansas, Louisiana, Mississippi
Rt. 1
Crossville, AL 39562
(205) 659-6305

DAVID GAZDA — Florida, Georgia, North & South Carolina
111 Greenbrier Way
Athens GA 30605
(404) 3533446

CHUCK GROVE — Kentucky, Ohio
Tennessee
Rt. 1, Box 929
Forest, VA 24551
(804) 5254687

DON LAUGHLIN — Colorado, Kansas, Oklahoma
P.O. Box 8847
Wichita, KS 67208
(316) 686-7670

CLIFF MUNSON — California, Idaho, Nevada, Oregon, Utah, Washington
Western Conodo
P.O. Box 1515
Pendleton, OR 97801
(503) 276-5000

BILL POWELL — Delaware, Eastern Canada, Maryland, New England States, New Jersey, New York, Pennsylvania, Virginia, West Virginia
8789 Treasure Avenue
Walkersville, MD 21793
(301) 845-2154

JIM SHIRLEY — Manitoba, Minnesota, Nebraska, South Dakota
1334 Orchard Drive
Brookings, SD 57006
(605) 692-1613

DON TRIMMER — Illinois, Indiana, Michigan, Wisconsin
5 Knottingham Court
Bloomington, IL 61704
(309) 662-6691

BRUCE WEETER — Alaska, Central Canada, Montana, North Dakota, Wyoming
Bar W Ranch
Pray, MT 59065
(406) 333-4444

AUCTION SALE AVERAGE

TYPE OF SALE	# SALES	cows	AVG.	BULLS	AVG.	AMOUNT	AVG.
Consignment	157	3,680	1,587	3716 0	1,915	13,047,262	1736
Producton	202	9,595	1,666	9,657 0	2,235	37,567,365	1951
Dispersion	22	2,255	2,058	149.0	1,496	4,863,830	2023
Totals	381	15,530	1,704	13,522.0	2,138	55,478,457	1901

Strong Junior Programs Spark Interest In Angus Business

The future of any business is in the youth it attracts, and nearly one-fourth of all active members of the American Angus Association are under 21 years of age. Over 6,000 young people belong to the Association, and thus are part of the National Junior Angus Association.

They receive a wide range of benefits. Twice a year they are mailed the *Angus Journal*, at no charge. They also get the NJAA Newsletter twice each year, to keep them informed of Junior activities and events that they can take advantage of.

Participating in shows has long been a favorite Junior activity, and one that has stimulated lots of interest and participation. And it still does. The American Angus Association sponsors a series of Regional Preview Shows, and larger Regional Junior Angus Shows each year to provide competition in all areas of the country. They culminate each year in the National Junior Angus Show. This year the National Show was in Omaha, Nebraska, at the famed AK-SAR-BEN. It attracted the second largest number of exhibitors of any show. Young Angus enthusiasts from 32 states exhibited 526 head of cattle at the event.

But there was much more to the event than cattle and showing, even though it was also the finals for the National Junior Angus Showmanship Contest. Young people were entered in a speech contest, a cooking contest and the new Junior Angus Poster Contest. Another new feature at the National Show was the

awarding of the first CAB/NJAA Scholarship to a deserving young Angus breeder.

Leadership training is an important part of the current Angus Junior Activities Program. Delegates from around the country came to the National Junior Show to elect officers and directors to the National Junior Angus Association. They get actively involved in the democratic process as they interview candidates, assess their qualifications and then cast their vote.

Board members of NJAA, carry their leadership several steps further. They write the Junior Angus Newsletter, prepare monthly columns for the *Angus Journal*, update the NJAA Handbook and assist the staff of the American Angus Association at many local and

national Angus events.

The activities of the Junior Board are underwritten by the National Angus Foundation. This non-profit organization is funded by donations, bequests and especially by the sale each year at the National Western Angus Sale of a donated heifer. Also a special Benefactors Club supports junior activities with contributions to the Angus Foundation. However received, contributions to the Angus Foundation are an investment in the future of the Angus business.

On-the-Job experience is another feature of the Junior Angus Program. It is available through the Summer Job Program. Young people have the opportunity to work with Angus breeders in other parts of the country, to earn college

money and to broaden their experience. One young man in 1990 had the opportunity to work with an Angus herd in Paraguay, teaching how to fire cattle for exhibition.

Youngsters who are involved in a wide variety of community, church, school and Angus activities are honored each year through the National Junior Angus Recognition Program. There are three levels of accomplishment, bronze, silver and gold. The program is one more example of how the Junior Activities Department works to encourage and develop young talent on all levels.

Many of the American Angus Association junior programs have been copied by other breeds, but the overall program never has. ■



These youngsters were some of the exhibitors from 32 states who brought 526 head of Angus cattle to the 1990 National Junior Angus Show in Omaha, Nebraska. The event also included the National Junior Angus Showmanship Contest, public speaking contest and annual election of officers and directors to the National Junior Angus Association.

Activities Department Sponsors Shows Plus Many More Angus Events

The Activities Department coordinated premium support to 51 open shows and 61 junior shows during the 1990 fiscal year, and made awards available to winners in many county shows and judging contests. But department activities covered a much wider scope of events and programs that involved Angus breeders in 1990.

The 1990 National Western Angus Sale was one of the most successful in recent years, and capped off a series of National Western Angus events that involved thousands of young people and adults. More people come together at the

National Western to look at Angus cattle and discuss the Angus business than anyplace else in the country, with the possible exception of the Annual Meeting of the American Angus Association and the North American International Livestock Exposition held each November in Louisville, Kentucky.

The Activities Department makes meeting, show and sale arrangements at both these major events. The goal is to make sure that every Angus activity comes off without a hitch.

There was no National Angus Conference in 1990, but program and meeting

arrangements are already made for the 1991 National Angus Conference set for May 20 and 21 in Austin, Texas. The big Texas Angus Tour will climax the Conference on May 22. The Conference theme is "Investing in Excellence."

Three deserving Angus leaders were inducted into the Angus Heritage Foundation in 1990. They are Rachel Breck, Dave Pingrey and Martin Jorgensen. This program, begun in 1983, is designed to single out and honor people who have made unselfish contributions to the Angus breed and the American Angus Association. Photos and brief biographies

of inductees are printed in a booklet that is updated every other year. Their names are also engraved on a plaque maintained in the American Angus Association headquarters in St. Joseph, Missouri.

A new format for the Roll of Victory (ROV) shows was adopted in 1990 for the 1990-91 show season. It includes a group of permanent recognized shows at which exhibitors may earn points. The ROV program singles out animals and their owners who have outstanding achievement in Angus shows. It is another Angus edge enjoyed by American Angus Association members. ■



A standing room only crowd helped open the 1990 National Western Angus Sale in January at Denver's National Western Stock Show. The first lot sold shown here, is a donated heifer. Proceeds from the sale each year go to help finance junior activities through the National Angus Foundation. Angus activities at the National Western each year attract thousands of registered and commercial Angus breeders.

Award Winning Ad Program Boosts Angus Seedstock Sales

The American Angus Association's 1990 national advertising and public relations programs provided Angus producers another competitive edge over the competition.

Surveys conducted for the American Angus Association in 1990 showed that 30 percent of all commercial cow-calf producers purchased Angus bulls in the previous 12 months, more than any other beef cattle breed. What's more, the survey found that 52 percent of commercial producers list Angus as one of the primary breeds in their cow herd. The next highest breed was only 38 percent. Angus is the dominant breed in the United States, and public relations department programs are designed to inform even more people of the benefits of including Angus in their breeding programs.

During the fiscal year the American Angus Association's primary national advertising program reached some 97 percent of commercial cattle producers with a printed or broadcast Angus message 14 times during the advertising campaign. These commercial cow-calf breeders are primary customers for Angus bulls.

In addition, a regional manager advertising program was conducted in various state beef cattle books and general interest farm publications. The message is that regardless of where potential Angus customer lives, there are Association representatives nearby to help them locate cattle and to answer questions about beef cattle production in general and the Angus business in

particular.

To further cultivate potential Angus bull customers, the public relations staff produced the editorial portion of the Angus Beef Bulletin. It was mailed in spring and fall to some 32,000 commercial cattle producers who have had Angus bulls transferred to them during the previous 24 months. The Bulletin carries Angus information of interest strictly to commercial producers. Each issue has a story about a successful producer who uses Angus bulls or produces straightbred Angus commercial cattle. It also tells about the Certified Angus Beef Program and how it benefits cow-calf producers. Important management tips are also featured. A big bonus in September was the inclusion of the Angus Sire Evaluation Report. The Report will now be mailed twice a year as a part of the Angus Beef Bulletin.

Keeping the industry informed about the Angus business and Angus breeders is an important part of the public relations program. During the year 24,011 copies of 170 separately written news releases were mailed to U.S. farm and livestock publications. These were accompanied by some 34,062 photographs, taken by the Association staff and printed in the Association darkroom. In addition, 3,515 individual requests for specific information or Association literature were answered.

Increasingly the computer is used to generate news releases about American Angus Association members who are involved in Angus

activities. These releases are sent to an individual's hometown newspapers and broadcast outlets. They are widely used and show that Association members are active and involved in the Angus business and thus are good people to do business with. These releases are produced when people join the Association, when they enroll their herd in AHIR, when they are elected to serve as a national Angus delegate or alternate, when they enter cattle in a national open or junior show, and much more.

During the year the Association published two new promotional publications and a breeder information booklet. A Japanese language brochure was published to promote Angus cattle and beef for export to

Japan. A brochure on the National Junior Angus Association was printed and distributed to encourage youngsters to become involved. In addition, "How to Sell Angus Cattle" was greatly expanded and reprinted and made available free to Association members. Because of the new expanded format it is being used as a text at various colleges and universities that reach purebred livestock marketing.

The Association's advertising program was recognized during the year for its excellence. The print advertising campaign of two-page spreads was named best in its class by the National Agri-Marketing Association at its annual meeting in April.



This Angus print advertisement was one of the three that carried the Angus Message to some 97 percent of all commercial cow-calf producers during the 1990 fiscal year. The campaign of two-page, black and white spread ads was named the best in the U. S. by the National AgriMarketing