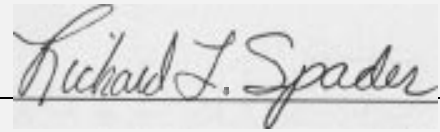


Lead In



Executive Vice President, American Angus Association



The Angus breed is undergoing continued expansion. It is not only documented from increased registrations of Angus cattle in the past five years but also from industry sources in the beef business.

The most recent of these is a *Western Livestock Journal* survey that placed Angus as the leading breed in the western states. Producers were asked to list the breeds of bulls they are currently using. Angus led the way with 42.9 percent, followed by Hereford at 30.7 percent; Simmental 14.7 percent, Salers 14.4 percent and Limousin 13.4 percent. These figures closely follow other survey information reviewed the past year.

What makes this information even more important to seedstock producers is the fact that Angus held 30.9 percent of the business in a similar 1980 *Western Livestock Journal* survey. That's a 12 percent increase during the last 11 years. Hereford was posted in 1980 at 32.7 percent; Simmental 12.7 percent; Salers not listed; and Limousin 2.7 percent. Seven other breeds were also listed in the survey.

This dominance of Angus in the West provides good reason to believe there is potential for the Angus breed to expand to these or even higher levels in other areas of the U.S. in the years ahead. Many things are in our favor, not the least of which is the continued growth of performance records through AHIR and the Certified Angus Beef program. But if we expand, we will likely do it at the expense of other

breeds, unless beef cow numbers increase in the years ahead. Then our growth could be significant.

The strength of individual Angus breeders and the American Angus Association helped bring about today's Angus cattle. The product we offer the commercial cattle industry is radically different from the Angus of the '50s and '60s and, based upon sound performance records, geared to the needs of the commercial industry.

The industry today recognizes the role that Angus play in profitable beef operations. The increased demand for Angus breeding stock, for feeders and for finished cattle, reflects in cattlemen's belief in the importance of the breed. The Angus expansion is also evident in the Association's growth in registrations and new members joining its ranks.

It is indeed comforting that the beef cattle industry is continuing to look to Angus for industry direction. Angus today offer cattlemen and women the one breed that fits into multiple crossbreeding programs or can be used successfully in a straightbred program.

Our successes of the past decades give us more reason to appreciate our breed. At the same time, we must be careful not to become complacent. The growing demand for Angus cattle will continue if we continue to offer the best product to our customers, explain the Angus advantages and support the programs that place this breed in the lead of our competition.

