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Angus Growth Reflects True Demand

American Angus Association year-end reports point to growth for registered-Angus genetics, demand for CAB® brand.

by **Jena McReil**, digital editor; tables compiled by **Shauna Rose Hermel**, editor

The nation's cattle producers are answering the call from consumers for high-quality beef, as reflected in recently released figures from the American Angus Association. Registrations for Angus cattle grew by 4.5% and totaled 334,607 head in fiscal year (FY) 2016, which ended Sept. 30. That's the 15th-largest number of registrations in the Association's 133-year history.

Also during FY 2016, Angus breeders increased their sale offerings and participation in performance programs, and the *Certified Angus Beef*® (CAB®) brand achieved a major milestone following more than a decade of consecutive sales records.

"2016 was another outstanding year for the American Angus Association and its members," says Allen Moczzygamba, Association CEO. "The past year was a story of growth and unprecedented success for the Angus breed and its leadership position within the beef industry."

The membership organization reports registered Angus bulls averaged \$5,605 per head in FY 2016, from Oct. 1, 2015, to Sept. 30, 2016. Sales of registered Angus females reported to the Association averaged \$5,036 per head.

Angus genetics remained highly valued in spite of almost 10,000 more animals marketed by members vs. the prior year. Average prices in FY 2016 remained 12% higher for registered Angus bulls and nearly 40% higher for registered-Angus females than average prices received in 2014, for example.

"It's important to keep the cattle market in perspective following the record-setting prices of 2015," Moczzygamba says. "Angus cattle sales have remained strong despite market fluctuations. That signals a growing

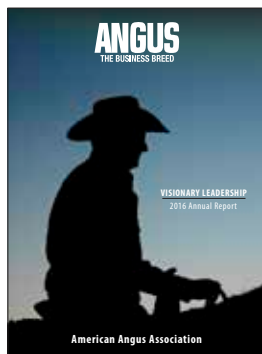
demand for quality genetics and quality beef worldwide."

The Association and its four entities experienced outstanding growth across all business metrics, and total assets for the organization reached more than \$60 million.

Commitment to progress

Of the nearly 335,000 calves registered with the Association in FY 2016, more than 53% were produced by artificial insemination (AI), and embryo transfer (ET) calves

Digital extras



► The American Angus Association's FY 2016 annual report is available online at <http://bit.ly/AAA-Annual-Report>. Printed copies are available by request. You can also catch highlights of the year in *The Angus Report* segment available at <http://bit.ly/YearEnd16> or by clicking the photo above.

represented 11% of total registrations.

Total females in the MaternalPlus® program are up more than 56% at 37,895 head enrolled in the Association's inventory-based reporting system designed to capture reproductive trait data.

The organization also witnessed an across-the-board increase in weight records submitted in FY 2016, including birth weights, weaning weights and yearling weights. Carcass records are also up 26%, year over year.

Performance records and phenotypic data help pave the way for genomic technologies.

At Angus Genetics Inc. (AGI), genomic profile testing for Angus seedstock increased by 45% in fiscal year 2016, and uptake exceeded 100,000 tests annually for the first time. Cattle that have been genomically tested represent about 33% of total Angus registrations.

The team of AGI scientists and researchers are also well-positioned for the future. With the addition of AGI Genetic Research Director Stephen Miller and AGI Genetic Service Director Kelli Retallick, the organization now has the most talented education, research and customer-service team in the beef genetics business, Moczygemba says.

Promoting and growing the breed

A for-profit entity of the American Angus Association, Angus Productions Inc. (API) is home to Angus Media and an extensive offering of communications and marketing capabilities. The company posted strong

growth in audience engagement in FY 2016, an indicator of thriving interest in registered-Angus animals and pertinent news and information.

Digital sale books, produced and hosted by Angus Media, attracted 620,000 users who viewed almost 28 million online pages promoting cattle for sale by Association members — an increase of 65%.

The *Angus Journal* and the *Angus Beef Bulletin* continue to lead the industry for both quality editorial content and advertising value.

The Angus Report celebrated its five-year anniversary on RFD-TV in September 2016 and, during that span, has reached more than 11.5 million viewers nationwide. The 30-minute news program is the only one of its kind to share weekly breed information applicable to the entire beef business.

Supporting foundation

As the nonprofit arm of the American Angus Association, the Angus Foundation generates support for the future of Angus education, youth and research.

In FY 2016, the Angus Foundation awarded \$265,000 in scholarships for Angus youth, and outstanding educational and leadership-based programs were hosted for both adults and junior members. These included sessions for both beginners and advanced producers in Cattlemen's Boot Camps, the Beef Leaders Institute (BLI), Leaders Engaged in Angus Development (LEAD), Raising the Bar and Women Connected conferences. In addition, the

nonprofit invested in key research conducted with industry partners on heat tolerance, product tenderness, environmental adaptability and reproductive performance.

1 billion and counting

Perhaps the greatest headline for the Angus breed in FY 2016 is this: Certified Angus Beef LLC (CAB) surpasses 1 billion lb. of CAB® brand product sold.

The world's largest branded beef program recorded its first 90-million-lb. month in July, only to have another 90-million-lb.-plus month in August. Fueled by growing demand for quality beef both domestically and abroad, producers responded to growing incentives for raising quality Angus calves sired by registered-Angus genetics.

Higher acceptance rates allowed graders to certify a record of more than 75,000 carcasses per week, totaling 12.6% higher, or 3.92 million for the year to set an annual CAB acceptance rate of 28.9%. That record is more than double the rate of 10 years ago when it was barely above 14%.

"The increase in carcasses qualifying for the brand is a true testament to the value ranchers receive for their Angus-sired calves and the unending commitment of our members toward continuous genetic improvement," Moczygemba says.

Nearly 2,000 cattlemen and women celebrated the outstanding year during the 2016 Angus Convention Nov. 5-7 in Indianapolis, Ind. Visit www.angus.media for coverage of the event.

Table 1: Registrations categorized by number of animals recorded per member

14,251 members registered 334,537* animals.

Animals registered per member	% of animals recorded by category	No. of members in category	% of membership in category
1-10	9.82	9,018	63.28
11-19	7.81	1,803	12.65
20-49	17.87	1,956	13.73
50-99	16.48	797	5.59
≥100	48.00	677	4.75

*An additional 70 nonmember imports were registered for a total of 334,607 animals registered.

Table 2: Total active memberships, by type

Membership type	No. members
Active life	1,776
Active life NT	126
Active regular	16,084
Active junior	4,882
Active transfer life	866
Active transfer regular	1,196
Active nonresident	50
Total:	24,970

Table 3: Registrations and transfers processed by animal type

	No. of registrations*	% of registrations	No. of transfers	% of transfers
Cows	176,406	52.72	72,027	46.03
Bulls	157,101	46.95	83,775	53.53
Steers	1,100	0.33	688	0.44
Total	334,607		156,490	

*Of 334,607 registrations, 152,877 (45.69%) were stored electronically.

Source: American Angus Association Record of Business, 2016.

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Table 4: Registrations by breeding method

Total calves recorded	334,607	
Calves produced by natural breeding	156,662	(46.82%)
Cows	85,932	(54.85%)
Bulls	70,057	(44.72%)
Steers	673	(0.43%)
Calves produced by artificial insemination*	177,945	(53.18%)
Cows	90,474	(50.84%)
Bulls	87,044	(48.92%)
Steers	427	(0.24%)
Active sires	24,125	
Bulls used naturally	20,497	(84.96%)
Bulls used by artificial insemination	3,628	(15.04%)

*Of the calves produced by AI, 148,442 were registered with AI certificates.

Table 5: No. sires categorized by number of progeny registered

No. of calves	No. of sires	% of total sires
1	5,802	24.1
2-5	8,445	35.0
6-10	4,222	17.5
11-100	5,352	22.2
101-500	235	1.0
501+	69	0.3

The 334,607 calves registered in FY 2016 were sired by 24,125 bulls.

Table 6: Top 25 bulls by number of progeny registered

Reg. no.	Bull name	No. progeny
15719841	[AMF-CAF-D2F-DDF-M1F-NHF-OHF-OSF] AAR Ten X 7008 S A	6,774
16984170	[AMF-CAF-D2F-DDF-M1F-NHF-OSF] RB Tour of Duty 177	4,532
17028963	Connealy Black Granite	4,197
16295688	[CAF-DDF-M1F-NHF-OHF] GAR Prophet	3,658
17307074	[DDF] Deer Valley All In	3,610
16752262	[DDF-OSF] Connealy Capitalist 028	2,946
17016597	[AMF-CAF-D2F-DDF-M1F-NHF-OHF-OSF] SAV Resource 1441	2,777
16925771	[AMF-CAF-DDF-M1F-NHF-OSF] Quaker Hill Rampage 0A36	2,432
16447771	[AMF-CAF-D2F-DDF-M1F-NHF-OHF] Connealy Consensus 7229	2,385
16805884	[AMF-CAF-D2F-DDF-M1F-NHF-OSF] PVF Insight 0129	2,368
16430795	[AMF-CAF-D2F-DDF-M1F-NHF-OHF] KCF Bennett Absolute	2,325
17262835	[AMF-CAF-DDF-M1F-NHF-OHF-OSF] VAR Discovery 2240	2,296
16476949	[AMF-CAF-DDF-NHF] Baldrige Waylon W34	2,231
16124994	[AMF-CAF-DDF-M1F-NHF-OHF] Hoover Dam	2,128
17160560	[AMF-CAF-DDF-NHF] EXAR Denver 2002B	1,850
16541214	[AMF-CAF-D2F-DDF-NHF-OSF] EXAR Upshot 0562B	1,815
15848422	[AMF-CAF-D2F-DDF-M1F-NHF] Connealy Final Product	1,712
13592905	[AMF-CAF-D2F-DDF-M1F-NHF-OHF-OSF-RDF] SAV Final Answer 0035	1,685
16916944	[AMF-CAF-DDF-M1F-NHF] VAR Reserve 1111	1,644
17171587	VAR Generation 2100	1,642
17145326	[DDF] Barstow Cash	1,639
14963730	[AMF-CAF-D2F-DDF-M1F-NHF-OSF] Sitz Upward 307R	1,621
15109865	[AMF-CAF-D2F-DDF-M1F-NHF-OHF-OSF-RDF] SAV Bismarck 5682	1,490
17031465	[DDF-OSF] Connealy Comrade 1385	1,462
16107774	[AMF-CAF-D2F-DDF-M1F-NHF-OHF-OSF] SAV Brilliance 8077	1,412

Genetic conditions referred to in the above list include arthrogryposis multiplex (AM); contractual arachnodactyly (CA); developmental duplication (DD); PRKG2 gene mutation for dwarfism (D2); nt821 mutation for double muscling (M1); neuropathic hydrocephalus (NH); oculocutaneous hypopigmentation (OH); osteopetrosis (OS) and red color gene (RD). The following single letter descriptors appearing after a genetic condition code has the following meaning: P = a potential carrier; F = tested and found to be free of the condition; C = tested and found to be a carrier of the condition; and A = tested and found to have two copies of the specific mutation.

Eight bulls entered the lineup this year: RB Tour of Duty 177, Quaker Hill Rampage 0A36, PVF Insight 0129, KCF Bennett Absolute, VAR Discovery 2240, VAR Generation 2100, Barstow Cash and Connealy Comrade 1385. Dropping out of the Top 25 lineup were Connealy Confidence 0100, PA Power Tool 9108, PA Safeguard 021, Connealy In Focus 4925, SAV Priority 7283, VDAR Really Windy 4097, SAV Angus Valley 1867 and SAV Pioneer 7301.

Source: Sire Information Record, American Angus Association, 2016.

Table 7: Top 25 bulls by overall number of progeny registered

Reg. no.	Bull name	No. progeny
10776479	N-Bar Emulation EXT	55,981
13062750	Bon-View New Design 878	53,372
13880818	Mytty In Focus	48,284
9894245	Pine Drive Big Sky	40,278
12783540	Bon-View New Design 1407	37,967
13395344	GAR Predestined	37,520
13592905	SAV Final Answer 0035	36,316
13512009	SAV 8180 Traveler 004	34,662
13776378	SS Objective T510 OT26	33,753
14963730	Sitz Upward 307R	27,880
12530601	Rito 6I6 of 4B20 6807	25,725
15109865	SAV Bismarck 5682	25,323
11750711	Leachman Right Time	24,224
12310707	Sitz Alliance 6595	23,622
9250717	QAS Traveler 23-4	23,078
11418151	B/R New Design 036	22,826
13588640	B/R New Frontier 095	22,681
12493607	CA Future Direction 5321	22,649
13898124	BR Midland	22,396
16447771	Connealy Consensus 7229	21,805
8974207	PS Power Play	21,781
14739204	SAV Net Worth 4200	21,336
10858958	DHD Traveler 6807	21,257
5475692	Camilla Chance 37 T	20,935
15719841	AAR Ten X 7008 S A	20,908

No new bulls entered the Top 25 list this year.

Source: Sire Information Record, American Angus Association, 2016.

