



PHOTO BY KASEY BROWN

Another Successful Year

Association year-end report shows continued growth and success.

by *Ali Luety*, American Angus Association; tables compiled by *Shauna Rose Hermel*, editor

The American Angus Association experienced another outstanding year, confirmed by the 2017 fiscal year (FY)-end report. From coast to coast, producers were affected by deadly wildfires, unprecedented flooding, tropical storms and more. Despite a year plagued by natural disasters, Angus producers were resilient, and the Association's membership persevered.

Registrations for Angus cattle totaled 332,421 head in FY 2017, which began Oct. 1, 2016, and ended Sept. 30, 2017. That's the 17th largest number of registrations in the Association's 134-year history, despite a less than 1% decline in registrations compared to 2016.

"I'm honored to report that, across the Association's entities, there were a number of outstanding achievements in 2017," said Allen Moczygemba, American Angus Association CEO. "Perhaps the biggest highlight of the year was the revamped National Western Angus Bull Sale held in Denver last January."

The year got off to a running start at the National Western Stock Show (NWSS). The 2017 Angus Bull Sale, an event on many producers' calendars, drew the largest agricultural crowd to the National Western's

Stadium Arena since the 1950s. As the only sale managed by the American Angus Association, it brings together consignments from breeders across the country. The sale grossed an impressive \$306,250 and averaged \$6,805 on 45 lots of bulls and five embryo packages. The sale highlighted the breed's passionate membership and dedicated staff.

The Association and its four entities experienced exceptional growth across nearly all business metrics. Total assets for the organization reached more than \$64.8 million.

"I'm looking forward to another year of growth and success for the Association in 2018," Moczygemba said. "We have a lot of exciting plans for the coming year that will continue the Association's rich history of industry leadership."

Committed to research and genetics

It was a year of milestones for Angus Genetics Inc. (AGI), the Association's arm focused on bettering the Angus breed through research. Thanks to a forward-thinking staff, the Association became the first major beef breed to adopt the single-step methodology for conducting its national cattle evaluation (NCE).

The single-step technology introduced by AGI took years of research to complete and was created in collaboration with the University of Georgia. Single step delivers greater prediction accuracy, less bias, and more timely incorporation of new data and genotypes. Prior to its release in July, the U.S. Meat Animal Research Center (USMARC) validated the process and confirmed the new method was superior compared to previous models.

The Association expanded its database of genotypes to include more than 380,000 Angus cattle in 2017. Genomic tests submitted during FY 2017 grew by 14.8%, or 126,642 tests. The Association also collected more than 8.6 million weaning weights, 1.9 million ultrasound records, 116,000 carcass records and 21,000 individual feed intake records in 2017.

AngusSource® and AngusSource Genetic allow producers a means to verify the age, source and genetics of their cattle, which drives premiums come sale time. The USDA Process Verified Program (PVP) saw continued success this year, with an enrollment of more than 67,000. Summer 2017 video auction sales saw enrolled calves

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

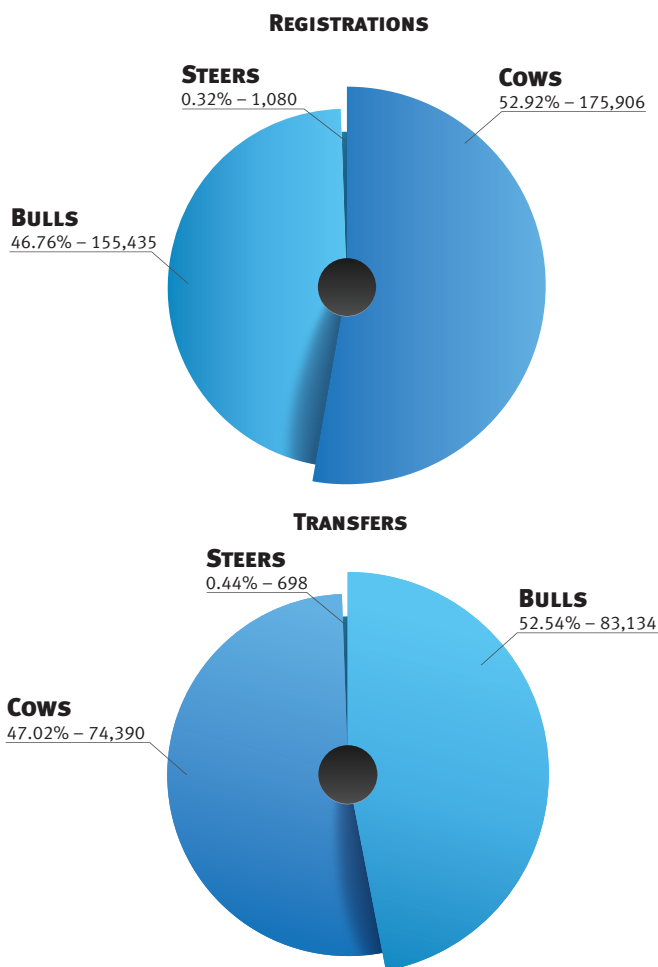
Animals registered per member	% of animals recorded by category	No. of members in category	% of membership in category
1-10	9.87	8,986	63.37
11-19	7.91	1,819	12.83
20-49	17.74	1,918	13.53
50-99	16.16	772	5.44
≥100	48.32	685	4.83

14,180 members domestically registered 332,389 animals.

Table 2: Total active memberships, by type

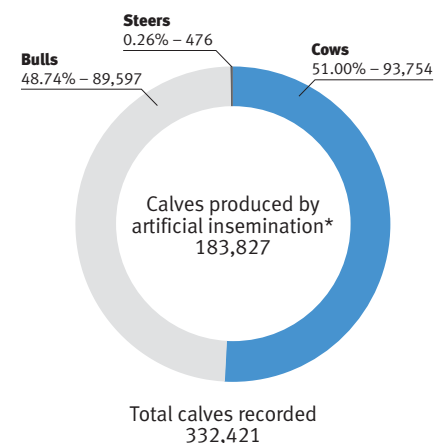
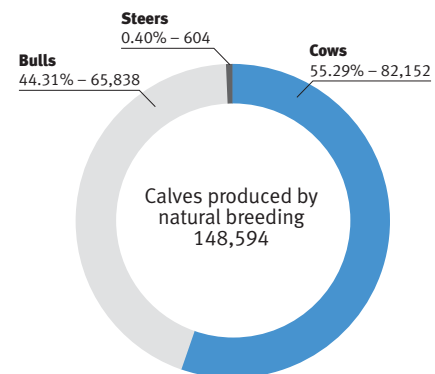
Active life	1,680
Active life NT	142
Active regular	16,204
Active junior	4,893
Active transfer life	868
Active transfer regular	1,192
Active nonresident	48
Total:	25,027

Table 3: Registrations and transfers processed by animal type



*Of 332,421 registrations, 163,739 (49.26%) were stored electronically.

Table 4: Registrations by breeding method



Active sires	24,198
Bulls used naturally	20,311 (83.94%)
Bulls used by AI	3,887 (16.06%)

*Of the calves produced by AI, 153,029 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	5,886	24.3
2-5	8,647	35.7
6-10	4,281	17.7
11-100	5,067	20.9
101-500	246	1.0
501+	71	0.3

The 334,421 calves registered in FY 2017 were sired by 24,198 bulls.

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bring an average premium of \$2.02 per hundredweight (cwt.) on more than 22,100 sold.

Promoting and growing the breed

Angus Productions Inc. (API), a for-profit entity of the American Angus Association, is home to Angus Media and the industry-leading magazine *Angus Journal*. The team added even more talent to its staff, welcoming Rick Cozzitorto as president and Sara Reardon as general manager.

API picked up awards from nationally recognized organizations as contributors earned more than 30 awards from the

Livestock Publications Council (LPC), American Agricultural Editors Association (AAEA) and the Agricultural Communicators of Tomorrow (ACT).

Print production remains a staple at API. Targeted to the Association membership, the *Angus Journal* maintains a paid circulation of 13,000. The 98-year-old publication began a redesign process in July 2017 and will introduce its new look with the January 2018 issue at the NWSS in Denver. The *Angus Beef Bulletin* will follow and is scheduled to get a redesign later in 2018.

API has a growing online presence to accompany its print publications, boasting 16

million digital sale book views, 3,000 e-blast subscribers and more than 30,000 downloads of the Angus Mobile App. In addition, the *Angus Journal* has accumulated more than 13,000 likes on its Facebook page, which is focused on sharing information with Angus producers.

Connecting with members

This year, the communications team moved from API back to the Association and welcomed five new team members to refocus Association-wide communications efforts. The team utilized social media to connect with members and has grown the

Table 6: Top 25 bulls by number of progeny registered in FY 2017

Reg. no.	Bull name	No. progeny
16984170 [AMF-CAF-D2F-DDF-M1F-NHF-OSF-RDF]	RB Tour of Duty 177	5,837
16925771 [AMF-CAF-DDF-M1F-NHF-OSF-RDF]	Quaker Hill Rampage 0A36	5,557
17028963 [AMF-CAF-D2F-DDF-M1F-NHF-OHF-OSF]	Connealy Black Granite	4,179
15719841 [AMF-CAF-D2F-DDF-M1F-NHF-OHF-OSF]	AAR Ten X 7008 S A	4,094
17016597 [AMF-CAF-D2F-DDF-M1F-NHF-OHF-OSF]	SAV Resource 1441	4,048
17038724 [AMF-CAF-D2F-DDF-M1F-NHF-OSF]	Basin Payweight 1682	3,520
16924332 [DDF-OHF]	WR Journey-1X74	3,316
16430795 [AMF-CAF-D2F-DDF-M1F-NHF-OHF]	KCF Bennett Absolute	3,308
17262835 [AMF-CAF-DDF-M1F-NHF-OHF-OSF]	VAR Discovery 2240	3,085
16805884 [AMF-CAF-D2F-DDF-M1F-NHF-OSF]	PVF Insight 0129	2,962
17307074 [DDF]	Deer Valley All In	2,821
16752262 [DDF-OSF]	Connealy Capitalist 028	2,245
17031465 [DDF-OSF]	Connealy Comrade 1385	2,185
17171587	VAR Generation 2100	2,185
16295688 [CAF-DDF-M1F-NHF-OHF]	GAR Prophet	2,094
16692552 [DDF]	Plattermere Weigh Up K360	1,700
17082311 [D2F-DDF-M1F-OSF]	EF Commando 1366	1,548
17633839 [AMF-CAF-D2F-DDF-M1F-NHF-OSF]	SAV Renown 3439	1,515
16124994 [AMF-CAF-DDF-M1F-NHF-OHF]	Hoover Dam	1,415
17633563 [AMF-CAF-D2F-DDF-M1F-NHF-OSF]	SAV Ten Speed 3022	1,382
16447771 [AMF-CAF-D2F-DDF-M1F-NHF-OHF-OSF]	Connealy Consensus 7229	1,375
17262374 [DDF]	JMB Traction 292	1,284
17259012	KCF Bennett Fortress	1,274
16933958 [DDF]	GAR Sunrise	1,186
17908266 [AMF-CAF-D2F-DDF-M1F-NHF-OSF]	EXAR Stud 4658B	1,139

Genetic conditions referred to in the above list include arthrogryposis multiplex (AM); contractural 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.

Ten bulls entered the lineup this year: Basin Payweight 1682, WR Journey-1X74, Plattermere Weigh Up K360, EF Commando 1366, SAV Renown 3439, SAV Ten Speed 3022, JMB Traction 292, KCF Bennett Fortress, GAR Sunrise and EXAR Stud 4658B. Dropping out of the Top 25 lineup were Baldrige Waylon W34, EXAR Denver 2002B, EXAR Upshot 0562B, Connealy Final Product, SAV Final Answer 0035, VAR Reserve 1111, Barstow Cash, Sitz Upward 307R, SAV Bismarck 5682, and SAV Brilliance 8077.

Source: Sire Information Record, American Angus Association, 2017.

Table 7: Top 25 bulls by number of progeny registered, all time

Reg. no.	Bull name	No. progeny
10776479	N-Bar Emulation EXT	56,133
13062750	Bon-View New Design 878	53,487
13880818	Mytty In Focus	48,491
9894245	Pine Drive Big Sky	40,278
12783540	Bon-View New Design 1407	37,984
13395344	GAR Predestined	37,584
13592905	SAV Final Answer 0035	37,189
13512009	SAV 8180 Traveler 004	34,782
13776378	SS Objective T510 0T26	33,895
14963730	Sitz Upward 307R	28,773
15109865	SAV Bismarck 5682	26,363
12530601	Rito 616 of 4B20 6807	25,756
15719841	AAR Ten X 7008 S A	24,980
11750711	Leachman Right Time	24,321
12310707	Sitz Alliance 6595	23,660
16447771	Connealy Consensus 7229	23,165
9250717	QAS Traveler 23-4	23,093
11418151	B/R New Design 036	22,830
13588640	B/R New Frontier 095	22,713
12493607	CA Future Direction 5321	22,651
13898124	BR Midland	22,411
8974207	PS Power Play	21,782
14739204	SAV Net Worth 4200	21,547
10858958	DHD Traveler 6807	21,293
5475692	Camilla Chance 37 T	20,935

No new bulls entered the Top 25 list this year.

Source: Sire Information Record, American Angus Association, 2017.

Association's digital presence. The Association ended the year with 110,000 likes on Facebook, 14,600 Twitter followers and 19,600 Instagram followers. *Angus.org* generated 28 million views, and the Association sent out 200 news releases to keep membership up to date with Association news.

Angus TV ended the year with more than 737,000 views. Next year will be filled with change for *The Angus Report*. 2017 marked its sixth year on RFD-TV, and the show is set for a redesign in early 2018. The 30-minute show is a leading source of industry news for cattlemen and women across the country.

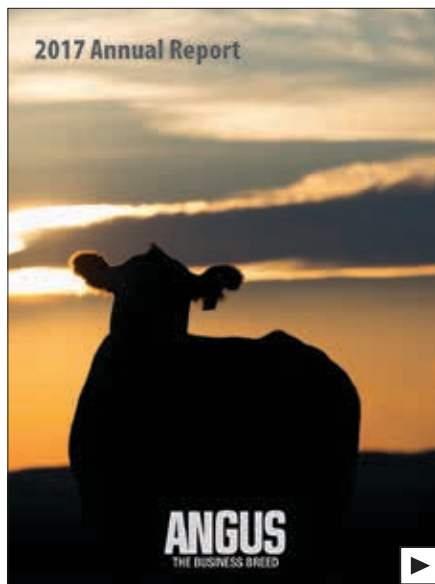
The communications group also manages large quantities of Angus stock images available for purchase, selling more than \$6,500 worth of images in FY 2017.

Youth, education and research

The Angus Foundation has a rich history of support for the future of Angus education, youth and research. This year, more than \$1.1 million in contributions were raised from generous donors.

The Angus Foundation awarded more than \$275,000 in scholarships for Angus youth in FY 2017. Undergraduate and graduate students at the National Junior Angus Show received more than \$213,000 in scholarships.

In addition, the nonprofit invested in key research conducted with industry partners. Since 2005, the Foundation has invested \$1.35 million in research efforts ranging from eating experience to reproduction and growth performance. The research drives



► The American Angus Association's FY 2017 annual report is available online at <http://bit.ly/AAA-Annual-Report-17>. Printed copies are available by request.

increased consumption and supports growth of the beef industry, benefiting both the end consumer and producer.

11 years of record-high sales

Propelled by continuously growing consumer demand for high-quality beef and the intentional efforts of family farmers and ranchers to hit that target, Certified Angus Beef LLC (CAB) reported record sales of its signature *Certified Angus Beef*® (CAB®) brand: 1.121 billion pounds (lb.) marketed in FY 2017.

That's the 11th consecutive annual sales record, continuing a 13-year streak of year-

over-year growth. FY 2017 is the second year sales topped 1 billion lb. and marked an increase of 10.4%, or 106 million lb., over last year.

"Our partners, from the farm to the plate, all fit together in the effort to fulfill demand for high-quality beef," said brand president John Stika. "We are all singularly focused on the same quality end point. The growth in sales this year was fueled by the dramatic and positive shift that we continue to see in the supply of high-quality cattle — the best we've ever seen."

Responding to ever-growing consumer demand for premium beef, family Angus ranchers have continued to grow the size and improve the quality of their herds through the best genetics and management practices. This collective improvement translated into 4.53 million cattle certified for the brand, an increase of 610,000 head or 15.6%, compared to FY 2016. In addition, the rate of cattle eligible to earn the brand name by meeting all 10 of its quality specifications rose to a record 29.7%, up from just 16% a decade ago.

Balanced growth across divisions and product categories resulted in 12 monthly sales records, from the beginning to end of FY 2017. That included seven out of the 10 best sales months in the brand's 39-year history.

More news and information from the American Angus Association is available at www.angus.org. For more year-end highlights from CAB, see page 102 of this issue.



Editor's Note: *Ali Luety is a communications specialist for the American Angus Association.*