

## What a year it was for Angus breeders

*The American Angus Association experienced significant growth in all levels of business in 2006. A total of 347,572 registrations were included in the Association's herd book in fiscal year (FY) 2006, continuing an upward trend that has prevailed since 1986.*

### Business is up

Registrations rose by more than 7%, and transfers, at 206,121, also posted a 7% increase. Of the registrations processed, nearly 49% were the result of artificial insemination (AI) and 10% were embryo transfers (ET).

With a focus on genetic improvement, Angus breeders continue to submit performance measures at a record pace. A 6% increase in participation in the Beef Improvement Records (BIR) was observed as a total of 882,000 birth, weaning and yearling weights were added to the world's largest beef cattle performance database. Additionally, more than 150,000 ultrasound measurements were submitted, making for an 18.5% increase in body composition data.

AngusSource®, which earned status as an official U.S. Department of Agriculture

(USDA) Process Verified Program (PVP) this year, continues to experience growth, posting a 4% increase in enrollments this past year.

A record high of 13.1 million cattle were identified for the *Certified Angus Beef*® (CAB®) program this year. A total of 543 million pounds (lb.) of high-quality Angus beef were marketed through the program, the highest since 2003.

### Membership growth

The number of new regular members increased by more than 4%, with a total of 3,558 adults joining in FY 2006. If we had a conversation with them it would probably go as follows.

We, the new members who joined the American Angus Association in 2006, are a group of people with an interest in agriculture and a particular love for Angus

cattle. We are thrilled to be considered members of the American Angus Association. This gives us the privilege of recording purebred Angus animals in the Association herd book and further gives us access to the many Association programs designed to assist in our production and marketing efforts.

The majority of us chose registered Angus cattle as a result of observing pleasant experiences enjoyed by family, friends and neighbors. We were influenced toward the Angus breed because of the value of Angus cattle in the marketplace.

Most of us started with commercial cattle, and then switched to registered Angus, and about half of us were involved in 4-H, FFA or junior livestock programs of some kind. Our gender is predominantly male, and we are over 41 years of age ... but a substantial number of us were over 60 when we started.

Almost all of us finished high school and more than half finished college. A large portion of us have off-the-farm income of \$25,000 or more annually. Two-thirds of us

CONTINUED ON PAGE 36

### AMERICAN ANGUS ASSOCIATION

3201 Frederick Ave., Saint Joseph, MO 64506-2997  
 Office hours: (M-F) 8 a.m. to 4:30 p.m. (Central)  
 phone: (816) 383-5100; fax: (816) 233-9703  
 e-mail: [angus@angus.org](mailto:angus@angus.org) ■ home page: [www.angus.org](http://www.angus.org)

#### 2005-2006 OFFICERS

**Ben Eggers**, president, 3939 S. Clark, Mexico, MO 65265; [eggers@socket.net](mailto:eggers@socket.net) ■ **John Crouch**, executive vice president, 3201 Frederick Ave., Saint Joseph, MO 64506; [jcrouch@angus.org](mailto:jcrouch@angus.org) ■ **Jot Hartley**, vice president, 1005 W. Canadian, Vinita, OK 74301; [jot\\_hartley@hotmail.com](mailto:jot_hartley@hotmail.com) ■ **Paul Hill**, treasurer, 11503 SR 554, Bidwell, OH 45614; [champion@jbnets.net](mailto:champion@jbnets.net)

#### 2005-2006 BOARD OF DIRECTORS

**Terms expiring in 2006**—**Al DeClerk**, 3914 Engelberg Rd., Pocahontas, AR 72455; [eafherd@cox-internet.com](mailto:eafherd@cox-internet.com) ■ **Joe Hampton**, 2600 Back Creek Church Rd., Mount Ulla, NC 28125; [rhampton@webkorner.com](mailto:rhampton@webkorner.com) ■ **Paul Hill**, treasurer, 11503 SR 554, Bidwell, OH 45614; [champion@jbnets.net](mailto:champion@jbnets.net) ■ **Dave Smith**, 1601 N. CR 200 E., Greensburg, IN 47240; [dsmith@stewartseeds.com](mailto:dsmith@stewartseeds.com) ■ **Rob Thomas**, 42734 Old Trail Rd., Baker City, OR 97814; [thomasangus@hughes.net](mailto:thomasangus@hughes.net)

**Terms expiring in 2007**—**Jarold Callahan**, 2202 N. 11th, Yukon, OK 73099; [callahan@expressranches.com](mailto:callahan@expressranches.com) ■ **Norman Garton**, RR4, Box 153, Nevada, MO 64772; [ngar2@yahoo.com](mailto:ngar2@yahoo.com) ■ **Jay King**, 28287 Woodside Dr., Rock Falls, IL 61071; [svrealty@cin.net](mailto:svrealty@cin.net) ■ **Richard (Dick) Tokach**, 5520 CR 81, Saint Anthony, ND 58566; [rctokach@westriv.com](mailto:rctokach@westriv.com) ■ **Phil Trowbridge**, 164 Waltermire Rd., Ghent NY 12075; [phil@trowbridgefarms.com](mailto:phil@trowbridgefarms.com)

**Terms expiring in 2008**—**Gregg Blythe**, 3207 Old River Rd., Decatur, AL 35603; [clydec7@aol.com](mailto:clydec7@aol.com) ■ **Bill Davis**, 34840 CR 106, Sidney, MT 59270; [rolnrok@hughes.net](mailto:rolnrok@hughes.net) ■ **Robert (Bob) Schlutz**, 260 Colonel's Dr., Box 66,

Columbus Junction, IA 52738; [rwschlutz@aol.com](mailto:rwschlutz@aol.com) ■ **John Schurr**, 40842 Farnam Rd., Farnam, NE 69029; [john@schurrtop.com](mailto:john@schurrtop.com) ■ **Gordon Stucky**, 421 NE 70 Ave., Kingman, KS 67068; [circlesangus@pixius.net](mailto:circlesangus@pixius.net)

#### ADMINISTRATIVE STAFF

**Executive vice president:** John Crouch  
 Executive administrative assistant: Diane Strahm  
**Vice presidents:** **Finance**—Richard Wilson ■ **Information & Data Programs**—Bill Bowman ■ **Industry Relations**—Jim Shirley

#### DEPARTMENTAL STAFF BY DIVISION

**Finance**—Milford Jenkins, Angus Foundation president; Kenny Miller, assistant director of finance; Richard Wilson, director of finance  
**Industry Relations**—James Fisher, director of activities & junior activities; Ty Groshans, assistant director of commercial programs; Sara Moyer, director of AngusSource®; Jim Shirley, director of commercial programs; Shelia Stannard, director of communications & events  
**Information & Data Programs**—Lou Ann Adams, director of information systems; Bill Bowman, director of performance programs; Scott Johnson, director of Angus Information Management Software; Sally Northcutt, director of genetic research; Bryce Schumann, director of member services & office management; Carol Waller, assistant director of member services & office management

#### AMERICAN ANGUS AUXILIARY

**President**—Mary Greiman, Garner, Iowa. For a complete list of officers, visit [www.angusauxiliary.com](http://www.angusauxiliary.com).

**REGIONAL MANAGERS**—Refer to page 146.

#### CERTIFIED ANGUS BEEF LLC

**Interim president**—Brent Eichar, Wooster, Ohio. For a CAB staff listing, refer to page 69.

## ASSOCIATION HIGHLIGHTS

CONTINUED FROM PAGE 35

December is a busy time to ship items, and you won't want your holiday gifts lost en route to you.

### Important junior information

Although summer shows are months

away, those months will be here before you know it. A comprehensive mailing that includes show schedules, rules and entry forms will be mailed to junior members in January. This booklet will include all regional preview shows, regional shows, the National

Junior Angus Show (NJAS) and Leaders Engaged in Angus Development (LEAD) Conference information. This information will also be posted online at [www.njaa.info](http://www.njaa.info).

### Note changes to NJAS deadlines

With the NJAS earlier next year, July 1-7, 2007, the ownership and entry deadlines have been moved up to May 15, 2007. Please note that there are no exceptions to the deadlines.

### Summer internships

The Association and Angus Productions Inc. (API) will offer summer internships to college students who want to learn more about breed association and publication work. The paid internships will last approximately 10-12 weeks. Application deadline is Feb. 1, 2007.

The Association's communications department is offering two internships — a public relations internship and a communications internship — to junior- or senior-level students majoring in ag journalism or ag communications who have an interest in the livestock industry.

The Junior Activities Department employs a college sophomore, junior or senior to assist in the planning and execution of junior Angus shows and leadership events.

API offers an editorial internship with the *Angus Journal* and *Angus Beef Bulletin* to a college junior or senior who is pursuing a degree in ag journalism or ag communications.

For more details, see "Next Generation" on page 40.



### Encourage customers to enroll in Premium Value Challenge

AngusSource® introduced the Premium Value Challenge as a way to recognize producers who have received significant premiums for their calves. To enter, a producer participant must submit a completed AngusSource customer feedback form (CSTR 100) to the American Angus Association via mail or e-mail. The price, weight, number of head, method of sale and location sold should be submitted. Both steers and heifers are eligible and will compete in separate divisions. Mixed sex lots of cattle are not eligible.

Weight classes [in pounds (lb.)] will be divided as follows:

Steers: 400-500; 500-600; 600-700; 700-800; 800-900; 900-up

Heifers: 400-500; 500-600; 600-700; 700-800

Only AngusSource Process Verified Program (PVP) cattle qualify for the awards, and one prize will be awarded per lot enrolled.

"We are trying to reward producers who have seen the value by enrolling their cattle in the AngusSource program," says Ty Groshans, assistant director of commercial programs. "The Premium Value Challenge allows us the opportunity to see the real value of AngusSource calves in the marketplace."

Entered cattle must have sold for \$5 per hundredweight (cwt.) premium over Cattle-Fax mid-range regional price for the week to be eligible. State winners will be determined quarterly, and winners will be determined by ranking eligible entered lots from highest to lowest premiums received compared to other producers within the state of origin.

Cattle selling for the largest premium over Cattle-Fax for the quarter, within the state and weight class as one lot, will receive an AngusSource wind shirt. To qualify for the wind shirt, the seller must have sold a minimum of 40 head of enrolled AngusSource cattle that were entered as one lot and subsequently submit selling information within 90 days of the date of sale.

For more information about AngusSource or the Premium Value Challenge, call (816) 383-5100 or e-mail [angussource@angus.org](mailto:angussource@angus.org).

## UP FRONT

CONTINUED FROM PAGE 30

derive less than 10% of our income from Angus cattle; 25% derive more than 10% but less than 50% of our income from our Angus operations.

We have computers, but most of us do not keep computerized herd records. We have access to the internet and e-mail.

From a marketing standpoint we utilize consignment sales and production sales; however, the majority of our cattle are sold through private treaty. We rely primarily on advice from family, friends and neighbors, as well as other seedstock producers. We also rely on and make use of Association services

such as AAA Login, the *Sire Evaluation Report*, Angus Herd Improvement Records (AHIR<sup>SM</sup>), Association commercial programs, Angus Information Management Software (AIMS) and the National Junior Angus Association (NJAA).

Eighty percent of us currently own fewer than 20 Angus females, but have land resources to have more. In fact, almost 75% of us plan to own more than 20 cows in the next five years, and 18% plan to stock more than 50.

We are excited about the future and about our forthcoming involvement with

this great breed and the progressive breeders who are fellow members of the American Angus Association. We are thankful that the Association and Angus breeders have had a banner year. As we enter the holiday season we wish our new Angus family the most joyous Christmas ever and the continuation of prosperity in 2007.

  
E-MAIL: [jrcrouch@angus.org](mailto:jrcrouch@angus.org)