



Up Front

► by **John Crouch**, executive vice president

Reasons to be excited about Angus

I received a call a few days ago from a lady in West Virginia who was in the process of preparing a poster extolling the reasons one should be excited about being in the Angus business. This poster was to be displayed at the Eastern Regional Junior Show in Raleigh, N.C. — which, I might add, was a “stem-winder” of a show. So, after a moment of thought, I shared some ideas with her, and I shall further explore them with you.

Dividends

First in mind was the tinge of excitement generated by the increased economic value of Angus cattle observed in the marketplace in recent times. It is exciting to study market reports and surveys, such as the summary cited in my “Up Front” article in the April issue of the *Angus Journal*, wherein it was noted that Angus-identified cattle are commanding a greater price in livestock markets than generic blacks and crossbreds.

Furthermore, a recent Cattle-Fax survey pointed out that Angus bulls are worth \$468 more per head than their Continental counterparts simply due to the increased value of their progeny. Finally, a review of prices received for registered Angus seedstock this year compared to last reveals an increase of \$292 per head from sales reported to the *Angus Journal*. Not only is it

exciting to be in the Angus business, it pays dividends!

Secondly, one can be excited because this value, in part, has been accelerated due to the success of our own Certified Angus Beef LLC (CAB). Created and adopted by the Board of Directors of the American Angus Association in 1978, the CAB program is the largest, most successful, high-quality Angus branded beef program in the world, accounting for the sale of some 585 million pounds (lb.) of Angus beef and Angus beef products in fiscal year (FY) 2003.

The success of the *Certified Angus Beef*® (CAB®) brand has given rise to a couple of dozen other Angus programs monitored by the U.S. Department of Agriculture (USDA). These, in concert with CAB, have created a tremendous demand for Angus seedstock.

Data-driven

Thirdly, one has to be excited when considering the array of selection tools that have been mined from the most extensive beef cattle database in the world. Many longtime Angus breeders may take these tools for granted; but, believe me, they are not available in all breeds. Having been directly involved for the past couple of decades in helping to build this database, I can assure you it has a solid foundation, and it has been crafted using the best materials and technology at a cost that has not been inexpensive. The American Angus Association database, without question, has added immeasurably to the value of Angus in the marketplace.

Leadership

Fourthly, it is exciting to study the breadth, scope and influence the Angus breed has exerted on the beef industry — not only in the United States, but also in other great beef-producing countries in the world. In recent years Angus has become the most populous beef breed in Canada, Argentina, Australia and New Zealand. It is rapidly moving toward being the No. 1 breed in several other countries. Suffice it to say that the Angus breed is the standard bearer for high-quality beef and functionality wherever beef is produced.

A fifth reason to be excited about the Angus business arrives in the mailbox each month. Referred to by Angus breeders and others simply as “the Journal,” our flagship publication is also enhanced by the *Angus*

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REGIONAL MANAGERS—Refer to back cover of *Resource Edition* insert.

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For a CAB staff listing, refer to page 112.

Beef Bulletin. Without doubt, the *Angus Journal* provides the most effective editorial and marketing forum the industry has ever known.

Finally, it is hard not to be excited about the leadership provided by those dedicated men and women who have unselfishly served as officers and directors for the Association during the years, and the roles they have played in setting the course for “Continuing the Angus Advance.”

We live in a changing world — one wherein evolution is a requirement for survival. The individuals who serve on your Board must stay abreast of producer and consumer demands and make tough decisions to ensure continued advancement. These decisions are not always easy nor are they always popular with everyone; however, they are always made in the best interest of the future of the breed and our membership.

To paraphrase a statement attributed to former President Harry S. Truman: *The most average politician would go down in history as a great statesman if at all times he or she voted*

for legislation that would do the most good for the most people.

In retrospect, when one considers this and the fact that annual Angus registrations number more than four times greater than our closest competitor, it is easy to conclude that the direction provided by our elected officials over time has been justified and correct.

That’s exciting!



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