



# Up Front

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

## Missed opportunity

*This time in which we live is no ordinary time. The relaxed days of the past and the almost social atmosphere that prevailed in the purebred industry seem to have been in another world. The technological advancement witnessed in the beef industry in the past 30 years is absolutely incredible.*

### Growth at light speed

In light of the rapidly increasing world population, applications of new technology within the beef industry are at the very core of our ability to ensure the nutritional well-being of future generations.

In looking at census statistics regarding world population, I found some startling facts. In the year 1000 B.C. the total population of the world was around 1 million people. By 1830 it reached 1 billion, and during the next 100 years the population doubled to reach 2 billion in 1930. It took only 30 years to add the next billion, reaching 3 billion in 1960, and only 45 years to double, reaching 4 billion by 1975. The population reached 5 billion in 1988 and 6.1 billion in 2000.

The current world population is estimated at 6.5 billion. Somewhat of a tapering off of the rapid population growth is expected for the next 50 years, with predictions of a world population of 9.2 billion in 2050.

The number of people in the United States has increased from 250 million in 1990 to an estimated 300 million in 2005.

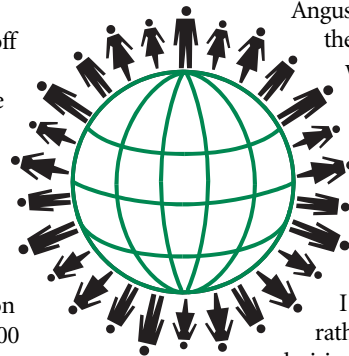
In an environment of ever-increasing demands for land use with respect to everything from single-family dwellings, 30-acre Western ranchettes and high-rise

condominiums to multipurpose industrial parks, it becomes even more incumbent on those in agriculture to become as lean and mean as we possibly can from an efficiency standpoint.

### Growing from tradition

The acceptance of open artificial insemination (AI) and the adoption of structured sire evaluation by the American Angus Association in 1972 provided the rock-solid foundation on which current Angus technology has been built. We cite this time as one of the great defining periods in Angus advancement, but the decision to advance technologically was not without controversy. In fact, as I recall, the controversy was rather bitter at the time. But, this decision was based on sound science and basic economics, and it was the right decision.

Your Association, its Board and staff, by



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**President**—Shirley Williams, Van Buren, Ark. For a complete list of officers, visit [www.angusauxiliary.com](http://www.angusauxiliary.com).

**REGIONAL MANAGERS**—Refer to page 177.

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**President**—Jim Riemann, Wooster, Ohio  
For a CAB staff listing, refer to page 84.

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virtue of industry needs and desires, have been presented challenges, which can be turned into opportunities, the likes of which do not often occur. It is no ordinary time in which we live. In fact, it is extraordinary.

It is easy to find comfort and solace in our traditions. Our very nature does not address change easily. An interesting story that illustrates this point was related to me not long ago.

We all know how people love to sit in the same pew at church. Well, one very elderly gentleman, Mr. Charlie, sat on the inside aisle seat of the third pew on the right side of the church each Sunday. On this one particular Sunday, some new folks in the community attended church for the first time and politely plopped down, unknowingly of course, in Mr. Charlie's seat. Would you believe he made them move, much to the dismay of the rest of the

congregation? You know, the visitors never returned either.

This challenge of gaining new members was foiled and resulted in a missed opportunity. The congregation learned a lesson from the experience. So can we.



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