

Beef Industry Leader

Angus remains strong in 2008, continues to lead the beef industry.

by *Shelia Stannard*

Business for the American Angus Association remained strong for fiscal year (FY) 2008, which ended Sept. 30. In addition, Association members are increasingly embracing the programs and technology provided to them.

“Our year-end statistics continue to demonstrate strong demand and extensive market penetration that Angus genetics enjoy,” says Bryce Schumann, chief executive officer (CEO) of the American Angus Association. “These results underscore our members’ commitment to providing genetic solutions to the beef cattle industry.”

Registrations remained strong for 2008, with 333,766 registrations processed. Transfers, which represent the sales of cattle to new owners, increased from the past year, with more than 208,000 processed, indicating amplified demand for Angus genetics. Nearly 13% of the recorded calves were the result of embryo transfer (ET), and nearly 53% of the registered calves were artificial insemination (AI)-sired, both significant increases compared to 2007.

This year marks the 50th anniversary for performance programs,

and Angus breeders continue to use Beef Improvement Records (BIR) to document performance while maintaining focus on genetic improvement. Breeders submitted more than 357,000 weaning weights, setting a new record for the breed. Additionally, yearling

ultrasound measurements on nearly 161,700 animals were submitted, marking a continued increase in the use of that technology.

AngusSource,[®] a U.S. Department of Agriculture (USDA) Process Verified Program (PVP) for Angus-sired calves that documents age, source and genetics, also charted exponential growth this year, enrolling more than 113,000 head.

The average size of enrollment lots rose from 104 to 146 head. Producers continue to realize the marketing benefits of the program, with 31% more cattle posted to the online listing of cattle for sale.

A record-high 14.2 million cattle were identified for the *Certified Angus Beef*[®] (CAB[®]) brand, which sold 634 million pounds (lb.) of CAB products this year, an all-time record in the 30 years of the branded-beef program.

