



Movin' Forward

► by **Bryce Schumann**, CEO, American Angus Association

In with the new

A few weeks ago my wife, Gina, and I marked the arrival of spring with some propane tanks and a few matches. It was time to burn pasture — to remove the old and make way for the new growth of native grasses. It's a time-honored tradition in the Flint Hills that has changed little in the last 100-plus years. Right in the middle of this age-old practice, I became starkly aware of just how much the cattle business has changed.

International neighbors

Between burns I had just enough time to grab my phone, check the markets and return a message from a Kazakhstani Angus group — all from a flaming pasture well beyond the “back 40.” That would have been unthinkable just 10 years ago.

Our ability to communicate with others oceans away is transforming how our society — and the cattle business — functions.

Technological advancements have made possible instantaneous communication in just about any region of the planet, and that means more nimble markets abroad. International trade is easier now than ever before, and we're increasingly becoming global consumers.

Of course, this also increases volatility. CattleFax CEO Randy Blach shed some light on this subject during the Cattle Industry Annual Convention earlier this year.

Fed-cattle markets have fluctuated \$300 between the highs and lows in this dynamic marketplace.

As Blach pointed out, nearly 14% of all beef and variety cuts produced in the United States end up on dinner tables outside our borders — during a recessionary period, no less. That number is likely to expand as GDPs in other countries like China and India outpace the United States.

Today, economic indicators are pointing toward herd expansion, given adequate moisture this summer. We'll need continued expansion, and increased efficiencies, if we're to feed 9 billion people by 2050. By then, another 3-4 million cows will be required to maintain current U.S. market share, according to CattleFax.

Just how much of that will be from registered Angus genetics?

Stay informed

American Angus breeders are a dynamic group with a long history of anticipating and accepting change. Heck, the Angus breed has helped create much of the change witnessed in the beef business the last several decades. Look at the success of Certified Angus Beef LLC (CAB) and what branded beef has done for the industry.

To continue in our leadership position, we must be able to better understand the trends occurring in the cattle marketplace — to better manage the volatility.

As Blach said, elevated corn and energy prices are likely here to stay, and the amount of money it takes to operate is up 60% for cow-calf operators in the last decade. That's a lot of capital.

So how do we operate in this new and changing environment?

We become more efficient. We become more informed. We manage the risk by using the most advanced selection tools available in the beef cattle business, genomic-enhanced expected progeny differences (GE EPDs), to select for things like feed efficiency and to raise the type of quality Angus beef consumers demand.

Our industry is poised for expansion. Angus breeders must understand market dynamics and continue to educate their customers to best meet the needs of tomorrow.

Technologies and market dynamics may shift, but people will always need food.

Bryce F. Schumann
E-MAIL: bschumann@angus.org

AMERICAN ANGUS ASSOCIATION

3201 Frederick Ave., Saint Joseph, MO 64506-2997; phone: 816-383-5100; fax: 816-233-9703; Office hours: (M-F) 8 a.m. to 4:30 p.m. (Central)
email: angus@angus.org • home page: www.angus.org • facebook.com/americanangusassociation • twitter: @AngusAssoc

2012 OFFICERS

Jarold Callahan, president and chairman of the Board, 7450 N.W. 192nd St., Edmond, OK 73012; cell: 405-590-3061; callahan@expressranches.com • **Phil Trowbridge**, vice president and vice chairman of the Board, 164 Waltermire Rd., Ghent, NY 12075; cell: 518-369-6584; phil@trowbridgefarms.com • **Gordon Stucky**, treasurer, 421 N.E. 70 Ave., Kingman, KS 67068; cell: 620-532-4122; gordon@stuckyranch.com

2012 BOARD OF DIRECTORS

Terms expiring in 2012—**Charlie Boyd II**, 6077 Helena Rd., Mayslick, KY 41055-8717; cell: 606-584-5194; cboyd2@maysvilleky.net • **Scott Foster**, 11893 M 140, Niles, MI 49120; cell: 269-208-6470; sfostersrf@gmail.com • **Vaughn Meyer**, 15571 Sorum Rd., Reva, SD 57651; home: 605-866-4426; sdangus@sdplains.com • **Steve Olson**, PO Box 590, Hereford, TX 79045; cell: 806-676-3556; sg_olson@live.com • **Cathy Watkins**, 4577 N. CR 850 W., Middletown, IN 47356; cell: 765-635-4222; beaver-ridge@att.net
Terms expiring in 2013—**Leo McDonnell Jr.**, 1640 Hwy. 10, Columbus, MT 59019; cell: 406-780-0176; bulltest@wtp.net • **John Elbert Harrell**, 1343 Lee Rd. 157, Opelika, AL 36804; cell: 334-524-9287; jhnharrell@gmail.com • **John Pfeiffer Jr.**, 5103 W. Hwy. 51, Mulhall, OK 73063; cell: 405-880-0862; pfeiffer@agristar.net • **James Rentz**, 1005 W. Vine St., Coldwater, OH 45828; cell: 937-477-5347; james.rentz@yahoo.com • **Kevin Yon**, PO Box 737, Ridge Spring, SC 29129; cell: 803-622-4140; kyon@pbtcomm.net
Terms expiring in 2014—**Chris Sankey**, 1121 Lake Rd., Council Grove, KS 66846; cell: 620-343-0456; sankeys6nranch@yahoo.com • **Arlen Sawyer**, 44718 873rd Rd., Bassett, NE 68714; cell: 402-760-0232; abcattle@huntel.net

• **Doug Schroeder**, 971 Rose Ave., Clarence, IA 52216; cell: 563-357-4044; schroederangus@msn.com • **Darrell Silveira**, PO Box 37, Firebaugh, CA 93622; cell: 559-217-1504; silveirabros@msn.com • **Jim Sitz**, 9100 U.S. Hwy. 91 N., Dillon, MT 59725; cell: 406-925-9888; JimSitz1@gmail.com
Industry appointments—**CAB Board**, **Robert Norton Jr.**, BioZyme Inc., PO Box 4428, 6010 Stockyards Expressway, Saint Joseph, MO 64504; office: 816-238-3326; bnorton@biozymeinc.com • **AGI Board**, **Doug Parrett**, University of Illinois, Department of Animal Sciences, 184 Animal Sciences Lab MC 630, 1207 W. Gregory Dr., Urbana, IL 61801; office: 217-333-2647; dparrett@illinois.edu • **Foundation Board**, **Laurie Widdowson**, 15175 U.S. Hwy. 30, Lodgepole, NE 69149; cell: 308-249-0205; laurie@sandpointcattle.com

ADMINISTRATIVE STAFF

Bryce Schumann, CEO; **Diane Strahm**, executive administrative assistant; **Bill Bowman**, COO and AGI president; **Rich Wilson**, CFO; **Milford Jenkins**, Angus Foundation president; **Terry Cotton**, API president; **John Stika**, CAB LLC president

DEPARTMENTAL STAFF

Lou Ann Adams, director of information systems; **Crystal Albers**, assistant director of communications & web editor; **Tonya Amen**, director of genetic services; **Bill Bowman**, director of performance programs; **Eric Grant**, director of public relations; **Scott Johnson**, director of AIMS; **Don Laughlin**, director of member services; **Kenny Miller**, director of finance; **Sally Northcutt**, director of genetic research; **Robin Ruff**, director of junior activities; **Chris Stallo**, assistant director of information systems; **Shelia Stannard**, director of activities & events; **Jena Thompson**, assistant director of public relations