



Movin' Forward

by Bryce Schumann, CEO, American Angus Association

The numbers tell the story

Demand for registered Angus cattle got a healthy boost this spring. In fact, Angus demand saw increases across the board despite factors like a low national herd inventory and higher input costs. The favorable numbers speak to the increasing value of quality genetics to commercial cattlemen and quality beef to consumers.

One for the books

The registered Angus bull market is trending up in both volume of bulls sold and the price received at public auction. According to the most recent sales figures reported to the American Angus Association, Angus cattlemen have sold 39,585 Angus bulls for more than \$180 million so far this fiscal year (Oct. 1, 2011, to April 30, 2012). That results in an average bull sale price of \$4,549 — more than 18% above last year's figures for the same time period.

That's significant, but let's consider historical fiscal performance for additional context.

At the completion of fiscal year 2011, bull sale averages were at \$3,776 with 40,318 bulls sold. Fig. 1 shows how this compares to the last decade of sales data.

In fact, a more extensive summary of available electronic bull sale information

from 1971 to 2011 shows last year's Angus bull sale average is the highest on record. Furthermore, we're on pace to easily double — in both volume and price — fiscal bull sales figures from as recent as 1995.* Yes, I said double.

In the meantime, Angus females also are responding favorably. Thus far, 14,457 Angus females have sold for an average of \$3,275, an increase of nearly 20% from last year's figures for the same time period.

The Angus female has brought more than \$47 million to the pockets of Angus breeders in the first seven months of FY 2012. Not bad, given low cow herd numbers and last summer's historic drought in the Southern Plains.

Quality talks

Granted, this data must be evaluated with outside factors like inflation and overall U.S.

Fig. 1: Summary of Angus bull sales,* by fiscal year

2011	40,316	\$3,776
2010	37,627	\$2,983
2009	39,051	\$2,841
2008	41,399	\$3,031
2007	39,772	\$2,845
2006	43,168	\$3,171
2005	37,814	\$3,035
2004	35,252	\$2,707
2003	29,651	\$2,241
2002	29,472	\$2,358
2001	30,581	\$2,267

*As reported to the American Angus Association.

economic performance in mind. However, all things considered, you cannot ignore the real trends reflected here — and strengthened by five consecutive years of record-breaking *Certified Angus Beef*® (CAB®) sales.

Consumers increasingly want good-tasting, quality Angus beef. They're willing to pay for it, and the market is willing to reward the cattlemen and women willing to raise top-performing Angus cattle.

Consumers know you can't beat a good steak — and that begins with a good Angus bull.

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Author's Note: *FY 1995: 19,949 bulls sold for a \$2,212-average.

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