



Movin' Forward

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

Take Angus with you

The Angus breed is now more accessible than ever. A new smartphone application allows you to take American Angus Association services anywhere you go — and in today's world, that's increasingly important. Here's how Angus Mobile will benefit you and your customers.

Mobile abilities

The Angus Mobile app offers our members a new way of doing business. Now, more than ever, information is tied to profitability. The sooner you can get reliable, accurate data on your calves, the better.

That's why the American Angus Association, with our subsidiary Angus Genetics Inc. (AGI), offers a weekly national cattle evaluation (NCE) — a capability unavailable elsewhere in the cattle industry. It's why we've incorporated genomic data into a growing number of expected progeny differences (EPDs), and it's why we've introduced our latest innovation, Angus Mobile.

The app is available for iPhone, iPad or Android devices and keeps the Angus database at your fingertips. It also simplifies the recordkeeping process and allows users to update herd data directly from the pasture

— or anywhere, for that matter.

Since its debut, the Angus Mobile app has had hundreds of downloads, and the easy-to-navigate format gives users a way to quickly search for herd data, news updates and more.

The Angus Mobile MyHerd option is particularly useful for producers, because it grants access into AAA Login, the Association's online data system.

The MyHerd option allows producers to use their smartphones to record calves as they are born, which would have been unthinkable just a few years ago.

Anyone, anywhere

Angus Mobile also appeals to commercial cattlemen. The app gives anyone easy access

to Angus news, sale reports, show results and many other features available on our website at www.angus.org.

Besides accessing NCE data, users can perform an animal or member search, view news releases and Angus TV, browse the latest sales data, view show results, use date calculators for gestation and performance measurements, and access breed averages and percentiles.

To download the app, just visit iTunes or the App Store when using an iPhone or other Apple device. Android users can visit the Android marketplace on the device's home screen.

I highly encourage anyone with a stake in the Angus business to download the application.

It's free, and it's likely to change the way you do business.

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