



Movin' Forward

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

Back to the basics

New York's Allan Ryan, who served as our president in 1965, came up with a powerful message in the late 1950s to promote Angus cattle: "They're worth more if they're black."

Renewed commitment

The Association successfully used this theme for several years, and even though Angus' share of the market has continued to grow since that time, demand for Angus feeder cattle is greater than what the commercial industry can produce.

Seventy-five percent of 2,300 new Association members became Angus breeders because of the "value of Angus in the marketplace."

A nine-year study of 3.3 million head of cattle sold on Superior Livestock Auction shows Angus calves consistently brought more money than calves of other breeds — about \$16 per head more than English-Continental crosses and \$45 per head more than "eared" cattle.

The reasons are simple. Black calves are worth more because consumers prefer a quality eating experience.

In fact, Certified Angus Beef LLC (CAB), which will set an all-time production record this year (despite the downturn in the economy), is faced with one significant challenge: It needs more Angus cattle to meet demand.

This is an enviable position to find ourselves in, but one we shouldn't take for granted.

During the next six months, we will be working harder than ever before to remind the commercial industry of the economic advantages of Angus cattle.

Our national advertising campaign will drive home the message — as we did in the late 1950s — that Angus cattle are worth more — across all industry sectors.

Same message, better tools

Underpinning this effort will be a stepped up commitment on the part of the

Association to equip individual breeders with the tools not only to improve quality of beef, but also the productivity of our breed.

Our partnership with Igenity® — through the Igenity profile for Angus — will soon enable all Angus breeders with the ability to use genomic-enhanced expected progeny differences (EPDs). The technology no doubt will help Angus breeders, no matter the size of their herds, to make more precise genetic improvements in a much more rapid manner.

That's good news for all of us — and a tremendous competitive advantage for Angus cattle in the marketplace.

For more than 50 years, the Association has worked hard at adding value to Angus seedstock and commercial Angus cattle. I think it would be hard to find any other cattle organization in the country that's invested more in improving the economic position of its members.

Looking back, it's ironic that the message of the 1950s still holds true today. Not many products, companies or organizations can make that claim.

And yet, when you think about Allan Ryan's simple but direct slogan, it continues to resonate across the pastures of America.

And that's the power of Angus.

E-MAIL: bschumann@angus.org

AMERICAN ANGUS ASSOCIATION

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

2009 OFFICERS

Jay King, president and chairman of the Board, 28287 Woodside Dr., Rock Falls, IL 61071; cell: 815-535-1990; jpkingsva@yahoo.com • **Bill Davis**, vice president and vice chairman of the Board, 34840 CR 106, Sidney, MT 59270; cell: 406-489-2311; rolrok@hughes.net • **Joe Hampton**, treasurer, 2600 Back Creek Church Rd., Mount Ulla, NC 28125; cell: 704-880-2488; joe.hampton@ncagr.gov

2009 BOARD OF DIRECTORS

Terms expiring in 2009—Al DeClerk, 3914 Engelberg Rd., Pocahontas, AR 72455; cell: 870-926-7334; eafherd@centurytel.net • **Joe Hampton** • **Steve Olson**, PO Box 590, Hereford, TX 79045; cell: 806-676-3556; sg_olson@live.com • **Rob Thomas**, 42734 Old Trail Rd., Baker City, OR 97814; cell: 541-403-0562; rob.thomas@thomasangusranch.com • **Cathy Watkins**, 4556 N. CR 850 W., Middletown, IN 47356; cell: 765-635-4222; beaver-ridge@att.net

Terms expiring in 2010—Jarold Callahan, 7450 N.W. 192nd St., Edmond, OK 73012; cell: 405-590-3061; callahan@expressranches.com • **Norman Garton**, 15660 E. Pawhuska Rd., Nevada, MO 64772; cell: 417-684-5477; ngar2@yahoo.com • **Chad Hoffman**, 33995 E. 1900 N Rd., Colfax, IL 61728; cell: 309-838-4929; angus21@mchsi.com • **James Rentz**, 1005 W. Vine St., Coldwater, OH 45828; cell: 937-477-5347; james.rentz@yahoo.com • **Phil Trowbridge**, 164 Waltermire Rd., Ghent, NY 12075; cell: 518-369-6584; phil@trowbridgefarms.com

Terms expiring in 2011—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; sitsangus@gmail.com • **Gordon Stucky**, 421 N.E. 70 Ave., Kingman, KS 67068; cell: 620-532-4122; gordon@stuckyranch.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@uiuc.edu

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; **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**, assistant director of finance; **Sally Northcutt**, director of genetic research; **Robin Ruff**, director of junior activities; **Sara Snider**, director of AngusSource®; **Chris Stallo**, assistant director of information systems; **Shelia Stannard**, director of activities & events; **Anne Trenholm**, assistant director of communications; **Richard Wilson**, director of finance; **Crystal Young**, assistant director of public relations