



Movin' Forward

► by Bryce Schumann, chief executive officer

Beef cattle inventory challenges ahead

The Angus breed has a substantial effect on the genetic makeup of the U.S. beef cattle industry, which means the trends and financial health of the U.S. beef cattle business also greatly affect the Angus business.

Survey says ...

A recent demographic survey by your American Angus Association revealed that the Angus breed dominates the genetic makeup of our affiliates' herds, comprising 68% of those herds' genetics. The second most popular breed as identified by the same survey made up 6% of those herds' genetics.

A recent bull survey by the *Western Livestock Journal* indicates that 74% of respondents are using Angus bulls. Both surveys document the strength and popularity of Angus genetics in the beef cattle business.

However, these encouraging surveys are somewhat dampened by the July 1, 2008, U.S. Department of Agriculture (USDA) Beef Cow Inventory. This report indicated

that the beef cow inventory was down 1% at 33.2 million head, and pegged the beef replacement heifer inventory at 4.6 million, down 2%.

These shrinking beef cow numbers are a direct response to the increased costs everyone in our business is experiencing. At the June Association Board of Directors meeting, Randy Blach of Cattle-Fax indicated that the loss of beef cow numbers from 1996 to 2007 means that the beef industry needs approximately 77,000 fewer bulls than it did a decade ago. In the same decade, Angus registrations have increased from 220,586 in 1996 to 347,755 in 2007.

In a time of increasing costs, everyone looks for ways to become more efficient.

It is clear that in the last decade Angus genetics have gained a larger and larger share of the nations' cow herd. It should also be clear that now is not the time to rest on the accomplishments of the last 10 years.

Shrinking cow numbers mean greater competition for market share. As the beef cattle operation increases in size, the age of the owners also increases. Fifty-four percent of the affiliates surveyed by the Association were 55 years of age or older. As members of this

organization, you have fueled the strength of our breed's impact and will continue to create the bright future we can enjoy because of the value Angus genetics create in the marketplace.

Now is the time to aggressively communicate to our customers — both present and future — these values and the conveniences that Angus genetics provide.

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Certified Angus Beef LLC president: John Stika (For a CAB staff listing, refer to page 120.)

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AMERICAN ANGUS AUXILIARY

Nancy Thelen, Saline, Mich. For a complete list of officers, see page 44 or visit www.angusauxiliary.com.

NATIONAL JUNIOR ANGUS ASSOCIATION

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and streamlining your paperwork.

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