



# Movin' Forward

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

## Progress amidst challenges

*When economists look back on 2012, they'll reference the adage, "It was the best of times; it was the worst of times,\*" to describe it.*

*Most of America's farmers and ranchers faced the worst drought in the last half-century. The economy languished for the fourth consecutive year, and costs of production — from feed, fuel and labor — continued to skyrocket.*

### Banner year

At the same time, the Angus business enjoyed a really good year. Indeed, our members, our Board and our staff called upon our collective creativity and innovation to continue to drive demand for Angus genetics and to produce one of the best fiscal years in recent memory.

- Angus bull prices increased by 20%; the Angus female market rebounded to levels not seen since the economic downturn in 2008.
- We processed more than 64,000 DNA samples of Angus cattle through Angus Genetics Inc. (AGI). That's more cattle than most breed associations will register in a year.
- We equipped our breeders with new tools like MaternalPlus to help us gain a better understanding of reproductive performance in our cow herds.

- We launched GeneMax™ to provide our commercial customers with a powerful DNA-evaluation tool.
- We have a new Angus Mobile app, which helps you manage your cow herd from the convenience of your smartphone or iPad. If you haven't downloaded it yet, I encourage you to do so.
- We launched Angus TV on national television, which was watched by more than 3 million people in just its first 12 months.
- We reached 900,000 AngusSource® enrollments since the program was created in 2005.
- We launched *AngusTradingPost.com*, Angus Productions Inc.'s online auction system, and a digital version of the *Angus Journal* is now available for your convenience.

- We awarded more than \$200,000 in scholarships through the Angus Foundation, supported educational activities for our members and continued to invest in important research of economically relevant traits.
- We developed an exciting new advertising program that underscores the quality and production attributes of the Angus breed.
- We sold 811 million pounds of *Certified Angus Beef®* (CAB®) brand product. That's the sixth consecutive year of record sales — in spite of economic downturn — and a 49% growth since 2006.
- We opened the Education & Culinary Center in Wooster, Ohio, a powerful facility for educating our customers about the use of CAB.

That's a pretty good year; however, as our eyes turn to the coming 12 months, we have a lot more work to do. As an organization, we need to be aware of emerging opportunities, but keep our focus on the core business practices that brought our organization and breed the success it enjoys today. Most of all, we need to provide the best individual service to each and every member, helping you to achieve success in the cattle business and enjoy a prosperous and productive 2013.

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**\*Editor's Note:** "It was the best of times; it was the worst of times," is the opening line of the Charles Dickens novel *A Tale of Two Cities*.

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