



Movin' Forward

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

Performance. Quality. Predictability.

We've had one of the most memorable – and successful – bull-selling seasons in memory, and the credit should go to the thousands of Angus breeders across the country who've dedicated their lives to producing seedstock with performance, quality and predictability.

There's no doubt the marketplace today places value on all three of these attributes.

Angus value

Recent analysis of the latest Angus sale data shows a substantial increase in demand for Angus bulls. Fiscal numbers show 31,921 registered Angus bulls were sold from Oct. 1, 2010, to March 31, 2011, grossing more than \$121 million for an average of \$3,803 per head.

That's a \$779-per-head increase — or a 26% boost — compared to the same time period a year ago.

And those increases aren't just from one or two localized regions. Angus bulls are bringing more in all 13 regional manager territories across the country — with

increases between 15% and 42%.

Angus producers gave life to the performance movement in the 1950s, and in subsequent decades built the most extensive cattle breed database in the world. Today, more than 19 million individual animals are in our database.

We're continuing that dedication to cutting-edge selection tools by incorporating genomic information into the industry's most rapidly available, extensive offering of genomic-enhanced expected progeny differences (EPDs). We've developed a marketing outlet for Angus-sired commercial calves through AngusSource®, and we're

providing the most effective communications and public relations strategies from a breed association in years.

As Angus breeders, we're enjoying the market highs. These are good times to be in the cattle business.

As we look to the future, we need to be diligent in our focus to what got us here in the first place: performance, quality and predictability. This is especially true right now, because even though cattle prices are high, so too are the costs of production for ourselves and for our customers. And no one knows how long the good times will last.

The value that Angus genetics add to a commercial cow herd should always outpace the costs our customers must make in our genetics, underpinning everything we do today, and everything we should be doing tomorrow.


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AMERICAN ANGUS ASSOCIATION

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