



# Movin' Forward

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

## The difference a year makes

*When we closed the books on fiscal year 2010 last month, few would have predicted the dramatic turnaround the Angus business experienced during that 12-month period.*

### Road to recovery

A year ago at this time, the Association faced its first financial deficit in more than a generation. The economy showed little, if any, signs of recovery. The impacts of genetic defects caused financial hardship for many Angus breeders and played a role in decreasing registrations of Angus cattle, which had steadily risen since the mid-1980s.

Today, there is some good news to share with you — and I think it points to a brighter future for all of us.

According to year-end figures released by the American Angus Association, Angus registrations, bull sale averages, AngusSource® enrollments and Certified Angus Beef® sales were among several sectors experiencing increases in fiscal year 2010.

Registrations increased more than 5% during fiscal year (FY) 2010, with 297,087 animals registered. Embryo transfers accounted for 11.5% of registrations, and

more than 53% of registered calves were a result of artificial insemination (AI), which is an all-time high. More than 91,000 registrations were stored electronically in 2010 to account for 30.7% of total registrations.

Bull sale prices increased nearly 5% above last year, and overall sales edged higher.

Breeders continued to utilize Angus Herd Improvement Records (AHIR®) and Beef Improvement Records (BIR) in FY 2010. An incredible 802,459 weight records were submitted by Angus breeders, bringing the beef industry's most extensive database to more than 19 million records.

Quality Angus genetics continued to drive consumer demand. Certified Angus Beef LLC (CAB) achieved its fourth consecutive sales record in 2010 with more than 775 million pounds, a 17% increase — or 114 million lb. — more than last year. All CAB sectors, including foodservice, retail, international and value-added areas,

experienced increases during the year.

Approximately 14.9 million head were identified, and those certified for the Association-owned brand rose more than 24% to 3.5 million head.

AngusSource helped fuel the value of those Angus-sired calves in FY 2010. The U.S. Department of Agriculture (USDA) Process Verified Program (PVP) enrolled 140,315 head, growing the number of head enrolled by 14.3% and bringing the total to more than 530,000 since the program was initiated as a PVP in 2005.

In addition, Gateway, a second-tier verification program documenting source and group age, enrolled 19,258 head. Collectively, producers marketed more than 47,000 head of AngusSource and Gateway cattle through the online cattle listings available at [www.angus.org/angusource](http://www.angus.org/angusource).

While all of these positive figures are great news for the Angus business, we recognize that a lot more work remains ahead of us. In other words, we're not resting on our laurels.

Market analysts expect strong demand for quality beef during the next couple of years, particularly as the economy edges toward recovery.

Our job is to position the breed and to help all of our members enjoy the benefits of the improving marketplace — and to continue to capitalize on growing demand for Angus cattle.

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