



Movin' Forward

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

An enviable position

As a cattleman, you likely attended a few bull sales this past spring. You surveyed the numbers, assessed your cow herd needs and — when all was said and done — came home with the right bull for your operation. Chances are, that bull was Angus. Facts are, you're not alone.

Market share

More and more of America's cattle producers are choosing to purchase Angus bulls. While the nation's cow herd turned predominantly black some time ago, recent data from *BEEF* magazine's February issue suggest the makeup of the nation's cow herd continues to trend toward high-percentage or straightbred British genetics.

The survey, garnered from more than 830 responses, showed the percentage of producers classifying their herds as high-percentage or straightbred British increased from 47.4% in 2010 to 52.3% in 2014.

That points to an increasing commitment among U.S. producers toward quality-focused herds better capable of achieving

market premiums and meeting a growing consumer demand for better quality beef.

The Angus breed remains a proven key to achieving those targets.

Nearly 67% of respondents reported the last bull they purchased was Angus. Even better, nearly 87% said they do not plan to shift the genetic makeup of their cow herd in the next five years. Of those who do plan to change genetics, 51% said they plan to increase the percentage of British genetics.

Clearly, the business breed is doing its job. The survey results point toward an increasing commitment to the genetic makeup of the nation's cow herd — a cow herd composed of mostly Angus genetics.

Study results show demand for CAB brand product is up nearly 80% since 2005, compared to a meager 3% bump for commodity Choice.

Certified Angus Beef LLC (CAB) is driving much of that commitment in the form of market premiums for cattle earning the *Certified Angus Beef*[®] (CAB[®]) brand.

Results from a biennial survey released in January show CAB-licensed packers awarded \$47 million in grid premiums in 2013 — more than double the \$22.9 million paid in 2010.

More than double.

That's not a misprint or a fluke. Kansas State University research demonstrates the pull-through from consumers.

Study results show demand for CAB brand product is up nearly 80% since 2005, compared to a meager 3% bump for commodity Choice. In addition, CAB set its seventh consecutive sales record in the last fiscal year, selling 865 million pounds.

Any of these points taken individually is impressive; together, they speak for the breed.

Chances are, your competition has noticed your enviable position as an Angus producer. With a national cattle herd poised for growth, facts are, it will stay that way.

EMAIL: bschumann@angus.org

AMERICAN ANGUS ASSOCIATION

3201 Frederick Ave., Saint Joseph, MO 64506-2997; phone: 816-383-5100; fax: 816-233-9703; Office hours: (M-F) 8 a.m. to 4:30 p.m. (Central)
email: angus@angus.org • home page: www.angus.org • [facebook.com/americanangusassociation](https://www.facebook.com/americanangusassociation) • [twitter: @AngusAssoc](https://twitter.com/AngusAssoc)

2014 OFFICERS

Gordon Stucky, president & chairman of the Board, 421 N.E. 70 Ave., Kingman, KS 67068; cell: 620-532-4122; gordon@stuckyranch.com • **Cathy Watkins**, vice president and vice chairman of the Board, 4577 N. CR 850W, Middletown, IN 47356; cell: 765-635-4222; beaver-ridge@att.net • **Jim Sitz**, treasurer, 9100 U.S. Hwy. 91 N., Dillon, MT 59725; cell: 406-925-9888; jimsitz1@gmail.com, sitzangus@gmail.com

2014 BOARD OF DIRECTORS

Terms expiring in 2014 — **Chris Sankey**, 1121 Lake Rd., Council Grove, KS 66846; cell: 620-343-0456; sankeys6nranch@yahoo.com • **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

Terms expiring in 2015 — **Charlie Boyd II**, 6077 Helena Rd., Mayslick, KY 41055-8717; cell: 606-584-5194; cboyd2@maysvilleky.net • **Scott Foster**, 11893 M 140, Niles, MI 49120; cell: 269-208-6470; sfostersrf@gmail.com • **Phil Howell**, 729 W. Washington St., PO Box 442, Winchester, IN 47394; cell: 765-546-0838; dochowell765@aol.com • **Vaughn Meyer**, 15571 Sorum Rd., Reva, SD 57651; home: 605-866-4426; sdangus@sdplains.com • **Don Schiefelbein**, 34897 717th Ave., Kimball, MN 55353; cell: 303-324-5149; dschiefel@meltel.net

Terms expiring in 2016 — **Tom Burke**, Box 660, Smithville, MO 64089; cell: 816-853-2697; angushall@earthlink.net • **John Elbert Harrell**, 1343 Lee Rd. 157, Opelika, AL 36804; cell: 334-524-9287; jhnharrell@gmail.com • **Leo McDonnell Jr.**, 13 Bull Dr., Columbus, MT 59019; cell: 406-780-0176;

leomcd@hotmail.com • **John Pfeiffer Jr.**, 5103 W. Hwy. 51, Mulhall, OK 73063; cell: 405-880-0862; pfeiffer@agristar.net • **Kevin Yon**, PO Box 737, Ridge Spring, SC 29129; cell: 803-622-4140; pkevinyon@yahoo.com
Industry appointments — **CAB Board**, **Dwight 'Kip' Palmer**, Palmer Food Services, 900 Jefferson Rd., Rochester, NY 14623; office: 585-424-3210; kpalmers@palmerfoods.com • **AGI Board**, **Dr. Larry Kuehn**, U.S. Meat Animal Research Center, P.O. Box 166, Clay Center, NE 68933; office: 402-762-4352; larry.kuehn@ars.usda.gov • **Foundation Board**, **Curtis Long**, RR 4, Box 620, Butler, MO 64730; cell: 660-200-5945; vepperson@butlerdoctor.com

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; **Crystal Albers**, assistant director of communications & web editor; **Tonya Amen**, director of genetic services; **Bill Bowman**, director of performance programs; **Eric Grant**, director of public relations; **Carrie Horsley**, director of marketing and public relations for the Angus Foundation; **Scott Johnson**, director of AIMS; **Don Laughlin**, director of member services; **Jena McRell**, assistant director of public relations; **Kenny Miller**, director of finance; **Sally Northcutt**, director of genetic research; **Robin Ruff**, director of activities, events and education; **Chris Stallo**, assistant director of information systems; **Jaclyn Upperman**, director of junior activities