



Movin' Forward

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

The state of Angus

Our organization has had its share of opportunities and challenges this year, but there are an abundance of reasons why it's a great time to be in the Angus business.

Business is good

There's good news in the American Angus Association's latest fiscal year (FY) data. Despite the hurdles of the past year, our membership came through FY 2014 in a positive economic environment that rewards cattlemen for quality.

While the national cow herd remains at historic lows, the demand for Angus genetics continues to expand. In fact, the Angus breed saw positive movement in nearly every measurable category.

Most importantly, quality genetics drove profitability for our members.

Gross sales reported to the Association from Oct. 1, 2013, to Sept. 20, 2014, show

Angus breeders earned \$61.5 million more than during the prior fiscal year. That's a

23% increase in total dollars from the sale of registered-Angus seedstock, and the first time the breed has exceeded \$325 million in sales.

Angus bull prices across the country broke records, averaging \$4,997 per head, and females averaged \$3,614.

The number of registrations grew as well, up more than 9,500 head at 298,369 registrations.

Expanding technology

The Angus breed has a longtime commitment in leading the beef cattle industry in technology adoption, and that tradition remains strong. In FY 2014, more than 53% of calves recorded were produced by artificial insemination (AI), the second-largest figure ever recorded, and 10% of registrations were calves produced via embryo transfer.

More cattlemen were also more active in submitting data to the Association

in the last fiscal year — data that drives the development of the industry's most advanced genetic selection tools.

The number of weight records received grew by more than 17,000 records from 700



additional herds, and carcass records increased by 165%. Angus Genetics Inc. (AGI) reports the number of registered-Angus cattle tested for genomic-enhanced expected progeny differences (GE-EPDs) increased 32%. Those data help the entity provide the tools needed to improve accuracy and reduce risk, especially on younger animals.

Likewise, the commitment toward genetic improvement in the commercial cattle population grew as well; the number of GeneMax tests for commercial heifer selection increased 36%.

All indications from our members and their customers point to continued use and advancement of our genetic evaluation capabilities and the effort to drive herd improvement across the breed.

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ANGUS
THE BUSINESS BREED

AMERICAN ANGUS ASSOCIATION

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Delivering on quality

A big component behind the demand for registered-Angus genetics in the pasture lies in consumer demand in the grocery aisle. I'm proud to report that the work our members and their commercial customers put into producing the best beef available resulted in sales of more than 880 million lb. of *Certified Angus Beef*[®] (CAB[®]) brand product for an eighth consecutive record year.



Producers who hit that target at the sale barn were rewarded for their quality herds.

Of course, marketing those genetics on the front end requires initiative.

The newly aligned Angus Productions Inc. (API) provides our members with the most expansive media platform available for promoting their herd, and more producers recognized that benefit in FY 2014.

The communications and marketing firm saw an increase in advertising and audience interest across its many

platforms, including steadily increasing page counts in the monthly *Angus Journal* and a growing audience in TV and radio.

Lastly, the men and women of the Angus breed remained committed to advancing the future of the breed through generous contributions to the Association's nonprofit affiliate, the Angus Foundation.

In FY 2014, more than \$254,000 was awarded to Angus youth in scholarships



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through the Angus Foundation, and the Association's nonprofit affiliate reported the highest level of donations ever received in the same time period toward its initiatives for youth, education and research to advance the breed.

Pause to reflect

Collectively, we achieved much success in the last 12 months. I'm proud to be a part of this great breed and proud of the commitment shown by our members and

the staff of the Association and each of its affiliated entities.

This organization and this breed are made up of some of the best, hardest-working people in this business — and it shows in the many well-deserved successes achieved this year. Congratulations to all Angus members on a banner year.

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