



Movin' Forward

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

Season of renewal

April is a month of promise, when we've finally moved beyond the cold days of winter and into the renewal of green grass across the country. It's also a time of transition, a forward-thinking period of the year, when we finally shed the insulated coveralls and boots and step into the possibilities of a new day.

Promising future

The Angus Foundation is a lot like spring. It's focused on future growth and developing opportunities for cattlemen and women well beyond the next calf crop. It's dedicated to advancing today's breeders while creating new and unexpected possibilities for the youngest in our business. And that's a goal shared by progressive Angus producers everywhere.

Since 2006, when the Foundation launched "Vision of Value: Campaign for Angus," the generosity and foresight of Angus breeders and others have allowed the Foundation to secure more than \$6 million in outright cash gifts, pledges and planned giving commitments — well on its way to reaching the goal of \$11 million by Dec. 31, 2011.

These dollars have gone a long way in advancing the interests of the Angus breed.

During last year alone, the Foundation awarded more than \$182,000 in scholarships to Angus youth and supported educational conferences for juniors and adult cattle producers. Since 2005, the Foundation has invested more than \$575,000 in new and ongoing research projects — all of which play a critical role in ensuring the economic position of the Angus breed.

All told, the Foundation's impact on our lives is profound. Whether it's the work it does in funding education for the best and brightest in the youngest generation, or ensuring the development of new science and technologies to keep the Angus breed on the leading edge of the cattle business,

the Foundation is a partner for every person involved in this business.

Milford Jenkins, president of the Foundation, puts it this way:

"When you get down to it, what we're trying to do with this campaign is make a difference in peoples' lives. Educational programs for producers, youth activities for the next generation of Angus leaders and valuable information from scientific research — these are the tools we need to continue our prominence in the beef cattle industry, and the campaign will provide us with the funding needed to achieve this goal."

During the last two years, we've faced our share of challenges in the cattle business. Through it all, however, the position of the Angus breed remains strong. Demand for registered Angus remains strong. Prices for commercial Angus feeder cattle continue to top the market. And, Certified Angus Beef LLC (CAB) continues to set records in nearly all segments of the business.

Critical to our continued success — and economic growth — is the generosity of our members who have done so much thus far to support youth, education and research.

When it's all said and done, there is no doubt that the Angus Foundation is the centerpiece of our future, the embodiment of even better days ahead.

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