

# Angus Breed Steadfast in FY 2012

Year-end data looks positive for those with Angus cattle.

Story by **Carrie Heitman**, American Angus Association; tables compiled by **Shauna Rose Hermel**

**R**eassurance is difficult to come by in today's cattle business. Between the historic drought, soaring input costs and market uncertainty, many producers are wondering if there is any good news left at all. The American Angus Association is pleased to release fiscal year (FY) 2012 data showing the breed continues to offer producers opportunities, even throughout growing industrywide challenges.

In FY 2012, the Association reports, overall sale averages increased more than 20% above last year, and registrations were up nearly 7% to 315,007 animals.

"The Angus breed is fortunate to have been built upon strong genetics, solid performance records, superior marketing and, most importantly, producers dedicated to raising the best-quality beef imaginable," says Bryce Schumann, Association CEO. "That will keep our breed strong regardless of shifting industry challenges."

Records that spanned from Oct. 1, 2011, to Sept. 30, 2012, show Angus bull sales averaged \$4,536 per head — a 20% increase over the previous year. Angus females averaged \$3,371 per head in reported sales, a rise of 18%.



Registrations also grew in FY 2012, as 14,251 members registering 314,968 head and 39 nonmember imports registered for a total of 315,007 animals registered. The top five states for registrations were

- ▶ Montana with 32,969;
- ▶ Nebraska with 23,612;
- ▶ South Dakota with 22,490;

- ▶ Oklahoma with 19,099; and
- ▶ Kansas with 18,463.

Of total registrations, nearly 10% (30,612) were embryo transfers (ET), and the number of registered calves sired by artificial insemination (AI) was up slightly, with 158,837 reported in FY 2012. That's an increase of 4% over last year.

Continuing trends in many parts of the industry, more producers are now processing information electronically. About 10% more registrations were stored electronically in FY 2012, with a total of more than 106,000 registrations (nearly 34% of the total).

"We're always looking for ways to increase convenience for members," Schumann says. "In the coming year, we expect more people to access registration data and other pertinent information on their smartphones using our Angus Mobile app."

The Association's national cattle

**Table 1: Registrations categorized by number of animals recorded per member**

14,251 members registered 314,968\* animals.

Animals registered per member	% of animals recorded by category	No. of members in category	% of membership in category
1-10	10.59	9,170	64.35
11-19	8.40	1,837	12.89
20-49	17.78	1,843	12.93
50-99	17.16	776	5.45
≥100	46.06	625	4.39

\*An additional 39 nonmember imports were registered for a total of 315,007 animals registered.

**Table 2: Total active memberships, by type**

Membership type	No. members
Active life	2,355
Active life NT	33
Active regular	15,935
Active junior	5,298
Active transfer life	892
Active transfer regular	1,191
Active nonresident	44
<b>Total:</b>	<b>25,748</b>

**Table 3: Registrations and transfers processed by animal type**

	No. of registrations*	% of registrations	No. of transfers	% of transfers
Cows	171,214	54.35	82,523	49.47
Bulls	142,675	45.29	83,462	50.03
Steers	1,118	0.36	838	0.50
Total	315,007		166,823	

\*Of 315,007 registrations, 106,696 (33.87%) were stored electronically.

Source: American Angus Association Record of Business, 2012.

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evaluation (NCE) gained momentum this year, as well. Each Friday, new information is released on recorded animals. In FY 2012, the Association received a total of 801,793 birth, weaning and yearling weights submitted by 8,262 herds, both numbers showing an increase of 3.1% compared to FY 2011. The Association processed ultrasound measurements on 107,757 animals submitted by 2,387 herds, down 5.4% and 5.2% respectively.

AngusSource®, the Association's USDA process-verified program (PVP), enrolled 135,041 head in FY12, bringing total enrollments to more than 900,000 animals since the program began in 2005. AngusSource documents source, group age and a minimum 50% Angus genetics.

### **Promotion, marketing, outreach**

Solid performance numbers give the business breed much to promote throughout the year, and the Association relies on creative efforts to tell its story. In FY 2012, Angus television reached more than 3 million viewers, thanks to both *The Angus Report* and *I Am Angus* audiences on RFD-TV and YouTube. A growing online presence makes it easier than ever to reach people almost instantaneously via social media channels, such as Facebook, Twitter, YouTube and Pinterest.

New in FY 2012, Angus Productions Inc. (API) launched an online auction website for Angus breeders interested in buying or selling individual animals or groups of cattle, as well as semen and embryos. *AngusTradingPost.com* gives cattlemen of all sizes the chance to expand their customer base with a click of a mouse.

While digital efforts are increasing in popularity, print publications remain a staple of the cattle business. In FY 2012, API produced more than 375 sale books, and page counts for both the *Angus Journal* and *Angus Beef Bulletin* are on the increase.

The Angus Foundation, a not-for-profit affiliate of the Association, continues to fuel the breed for the next generation by supporting youth, education and research. In FY 2012, the Angus Foundation awarded more than \$200,000 in undergraduate and graduate student scholarships.

### **Supplying the brand**

Success for the Angus breed continued through the supply chain in FY 2012. Certified Angus Beef LLC (CAB) achieved its sixth consecutive sales record, totaling 811 million pounds (lb.), up 4 million lb. from last year for a 49% growth in six years. More than 16,000 licensed partners worldwide leveraged brand value to advance their businesses and create

continued demand for Angus beef and Angus genetics.

Growth varied between sectors, led by the Foodservice and International division records of 260 million lb. and 94 million lb., respectively, both up 4% from 2011. The largest rate of growth came from the 16% hike in value-added product sales of 21.5 million lb.

Approximately 14.3 million head, or 62% of U.S. finished cattle, were identified as black-hided. With drought conditions factoring into an overall decrease in supplies, the 3.24 million cattle accepted for the brand were 320,000 short of 2011 but

the third-largest number to qualify in any year.

The key to sales records in spite of lower cattle supplies came from the increase in pounds sold per carcass. That utilization increased 10% from 2011, demonstrating additional packer commitment to the premium brand.

Visit [www.angus.org](http://www.angus.org) for more information about the nation's largest beef breed organization.

**Editor's Note:** *Carrie Heitman is communications coordinator for the American Angus Association.*

**Table 4: Registrations by breeding method**

Total calves recorded	315,007	
Calves produced by natural breeding	156,170	(49.58%)
Cows	88,724	(56.81%)
Bulls	66,748	(42.74%)
Steers	698	(0.45%)
Calves produced by artificial insemination*	158,837	(50.42%)
Cows	82,490	(51.93%)
Bulls	75,927	(47.80%)
Steers	420	(0.26%)
Active sires	23,311	
Bulls used naturally	20,503	(87.95%)
Bulls used by artificial insemination	2,808	(12.05%)

\*Of the calves produced by AI, 135,325 were registered with AI certificates.

**Table 5: No. sires categorized by number of progeny registered**

No. of calves	No. of sires	% of total sires
1	5,308	22.8
2-5	8,327	35.7
6-10	4,271	18.3
11-100	5,142	22.1
101-500	202	0.9
501+	61	0.3

The 315,007 calves registered in FY 2012 were sired by 23,311 bulls.

**Table 6: Top 25 bulls by number of progeny registered**

Reg. no.	Bull name	No. progeny
13592905 [AMF-CAF-D2F-M1F-NHF-RDF]	SAV Final Answer 0035	6,615
15109865 [AMF-CAF-M1F-NHF-RDF]	SAV Bismarck 5682	5,657
14963730 [AMF-CAF-M1F-NHF]	Sitz Upward 307R	5,364
15330743 [AMF-CAF-NHF]	SydGen CC&7	3,682
13880818 [AMF-CAF-M1F-NHF-RDF]	Mytty In Focus	3,640
14739204 [AMF-CAF-M1F-NHF]	SAV Net Worth 4200	3,073
16447771 [CAF-D2F-M1F]	Connealy Consensus 7229	2,767
13395344 [AMF-CAF-M1F-NHF]	GAR Predestined	2,757
14850409 [AMF-CAF-D2F-M1F-NHF-RDF]	Summitcrest Complete 1P55	2,726
16124994 [AMF-CAF-M1F-NHF]	Hoover Dam	2,652
15543702 [AMF-CAF-M1F-NHF]	Connealy Impression	2,529
13728513 [AMF-CAF-M1F-NHF]	GAR New Design 5050	2,520
14675445 [AMF-CAF-M1F-NHF]	B/R New Day 454	2,371
15840414 [AMF-CAF-M1F-NHF]	TC Aberdeen 759	2,336
16115617 [AMF-CAF-M1F-NHF]	SAV Iron Mountain 8066	2,288
13776378 [AMF-CAF-M1F-NHF]	SS Objective T510 OT26	2,213
15180461 [AMF-CAF-M1F-NHF]	Kesslers Frontman R001	1,860
15337433 [AMF-CAF-M1F-NHF]	SydGen Mandate 6079	1,860
14954578 [AMF-CAF-M1F-NHF]	R/M Ironstone 4047	1,844
15688392 [AMF-CAF-M1F-NHF]	SAV Pioneer 7301	1,822
15848422 [AMF-CAF-D2F-M1F-NHF]	Connealy Final Product	1,770
14844711 [AMF-CAF-M1F-NHF]	TC Total 410	1,618
14691231 [AMF-CAF-D2F-M1F-NHF-RDF]	GDAR Game Day 449	1,463
15656868 [AMF-CAF-M1F-NHF]	Sitz Dash 10277	1,408
15511451 [AMF-CAF-D2F-M1F-NHF]	S Chisum 6175	1,309

AMF = tested and found to be free of arthrogryposis multiplex (AM); AMC = tested and found to be a carrier of AM.

CAF = tested and found to be free of contractural arachnodactyly (CA); CAC = tested and found to be a carrier of CA.

D2F = tested and found to be free of the PRKG2 gene mutation for dwarfism (D2); D2C = tested and found to be a carrier of D2.

M1F = tested and found to be free of the nt821 mutation for double muscling (M1); M1C = tested and found to be a carrier of M1.

NHF = tested and found to be free of neuropathic hydrocephalus (NH); NHC = tested and found to be a carrier of NH.

RDF = tested and found to be free of the red color gene.

**Table 7: Top 25 bulls by overall number of progeny registered**

Reg. no.	Bull name	No. progeny
10776479	N-Bar Emulation EXT	55,030
13062750	Bon-View New Design 878	52,311
13880818	Mytty In Focus	44,023
9894245	Pine Drive Big Sky	40,253
12783540	Bon-View New Design 1407	37,651
13395344	GAR Predestined	34,936
13512009	SAV 8180 Traveler 004	33,174
13776378	SS Objective T510 OT26	31,362
12530601	Rito 6I6 of 4B20 6807	25,333
11750711	Leachman Right Time	23,662
12310707	Sitz Alliance 6595	23,070
9250717	QAS Traveler 23-4	23,007
11418151	B/R New Design 036	22,744
12493607	CA Future Direction 5321	22,639
13898124	BR Midland	22,212
13588640	B/R New Frontier 095	22,050
13592905	SAV Final Answer 0035	22,004
8974207	PS Power Play	21,776
10858958	DHD Traveler 6807	20,953
5475692	Camilla Chance 37 T	20,935
13395329	GAR Retail Product	20,032
11994601	TC Stockman 365	19,546
13447282	Connealy Lead On	18,816
11935889	SAF Fame	17,906
11520398	GAR Precision 1680	17,768

