

130 Years Strong, Angus Reports Progress in FY 2013

Year-end data point to technology advancements and sustaining growth for the Angus breed.

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

The American Angus Association reports another solid year for those who raise and benefit from Angus cattle. During the organization's 130-year history, demand for high-quality beef has never been stronger, and genetic selection technology is more comprehensive than ever before.

Certified Angus Beef LLC (CAB) announced a seventh consecutive record sales year, with one of the largest gains since the program began in 1978, and Angus Genetics Inc. (AGI) reports more cattlemen are rapidly adopting high-density genomic trait tests.

Most importantly, optimism is rising as cattlemen begin rebuilding their herds.

"The cattle business has faced some challenging times during recent years, but the industry is poised for growth and our producers are equipped to rebuild the nation's herd with leading Angus genetics," says Bryce Schumann, Association CEO. "Our members' dedication to quality genetics and their ability to build the most reliable

database in the cattle business has kept the Angus breed strong."

The Association's fiscal year (FY) 2013 ended Sept. 30, with members registering nearly 289,000 animals. Individual states that topped the list for Angus registrations were



Montana, Nebraska, South Dakota, Texas and Oklahoma, respectively.

Year-end data also show that Angus breeders grossed more than \$265 million in reported sales from Oct. 1, 2012, to Sept. 30, 2013. Angus bull sales averaged \$4,398 per head, while Angus female sales averaged \$3,589 per head in reported sales; a rise of about 6%.

Incorporating new technology

Angus breeders submit thousands of records every day to the Association headquarters in Saint Joseph, Mo. The information is added to the organization's growing database, which currently houses records on approximately 20 million animals on its servers. That computing power comprises the largest single-breed beef cattle database in the world and allows for the weekly release of expected progeny differences (EPDs) — a capability that facilitates more rapid and accurate herd improvement.

Genomic information is quickly becoming a significant component of the Association's performance data. Thanks to its subsidiary AGI, record numbers of Angus cattle have been tested using high-density genomic trait tests. In fact, results are now included in evaluations for more than 40,000 animals.

The uptake in this technology provides Angus breeders the opportunity to better

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

13,438 members registered 288,307* animals.

Animals registered per member	% of animals recorded by category	No. of members in category	% of membership in category
1-10	10.93	8,770	65.26
11-19	8.45	1,689	12.57
20-49	18.01	1,694	12.61
50-99	16.94	702	5.22
≥100	45.49	583	4.34

*An additional 515 nonmember imports were registered for a total of 288,822 animals registered.

Table 2: Total active memberships, by type

Membership type	No. members
Active life	2,224
Active life NT	58
Active regular	15,727
Active junior	5,070
Active transfer life	888
Active transfer regular	1,209
Active nonresident	38
Total:	25,214

Table 3: Registrations and transfers processed by animal type

	No. of registrations*	% of registrations	No. of transfers	% of transfers
Cows	154,952	53.65	77,632	48.60
Bulls	132,802	45.98	81,335	50.91
Steers	1,068	0.37	784	0.49
Total	288,822		159,751	

*Of 288,822 registrations, 111,286 (38.53%) were stored electronically.

Source: American Angus Association Record of Business, 2013.

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characterize herd genetics and make dependable breed improvements. AGI processes DNA samples used for parentage verification, genetic condition testing and the development of genomic-enhanced EPDs. In FY 2013, AGI processed more than 100,000 DNA samples.

“The past year has been a monumental one in terms of strengthening genomic data for the Angus breed,” says Bill Bowman, AGI president and Association COO. “Research collaboration, improved technology and a growing number of test results have allowed for a more streamlined approach to EPD computation and the information we are able to provide breeders.”

Producers are using advanced technology to access that information through their smartphones or mobile devices. Angus Mobile, a free app available to anyone with an interest in Angus cattle, provides access to AAA Login and other important Association services.

With more than 16,000 downloads, the application allows producers to submit herd records at the touch of a button, right from their barn or pasture.

“We’re always looking for ways to increase convenience for members,” Schumann says. “We will continue to improve recordkeeping systems and available technology for producers.”

Promoting the breed

The increased use of technology also pertains to the Association’s efforts to promote the business breed. The organization added another vehicle to its suite of communications tools in FY 2013 — *Angus Talk* radio. The 30-minute program airs on SiriusXM Satellite Radio at 11 a.m. EST (10 a.m. CST) every Saturday morning, exclusively on Rural Radio, Channel 80. *Angus Talk* is hosted by Doug Medlock, the voice of *I Am Angus*®, and features timely discussion and commentary on the issues that matter most to cattle producers.

Angus television programs *The Angus Report* and *I Am Angus* continue to reach a growing audience, to the tune of about 5 million this year, thanks to viewers on RFD-TV and YouTube.

Angus Journal expanded its efforts to provide the most comprehensive Angus industry news, launching *Angus Journal Digital* and allowing the full edition of the Association’s flagship publication to reach electronic subscribers two weeks earlier.

True to tradition, printed publications remain a staple in the cattle business. In FY 2013, the *Angus Journal* produced nearly 400 sale catalogs for producers throughout the country.

Capping off the fiscal year for the *Angus Journal*, the *Angus Beef Bulletin EXTRA* was deemed the livestock industry’s No. 1 newsletter (print or electronic) in the Livestock Publications Council Critique Contest. Among other wins, the *Angus Journal*’s event coverage site for the Beef Improvement Federation (BIF) symposium was named the livestock industry’s No. 1 website.

Meanwhile, producers also generated more funds for advancing the breed through the Angus Foundation, the Association’s nonprofit affiliate dedicated to advancing education, youth and research initiatives important to the long-term viability of the cattle business. The organization reports a record year in revenues, which exceeded \$2 million for the first time.

Generous donors and allied industry friends are to thank for the funds that will go toward advancing the Angus Foundation’s mission. In FY 2013 alone, the Angus Foundation awarded more than \$225,000 in undergraduate and graduate student scholarships.

Additional details on the foundation’s activities and recognition of its supporters are provided in the Angus Foundation annual report inserted in this December issue of the *Angus Journal*.

Supplying the brand

Success for the Angus breed continued through the supply chain in FY 2013. CAB achieved its seventh consecutive sales record, totaling 865 million pounds (lb.). That’s up 54 million lb. from last year, one of the largest year-to-year gains in the branded beef program’s history. In August, nearing the close of FY 2013, the brand sold 83 million lb. of product in a single month — a first for the brand.

Also promising is the fact that a record number of black-hided cattle have been accepted into the CAB brand. During FY 2013, CAB reported a 24.2% acceptance rate for cattle entering the processing plant.

“We have never in the history of this program seen an acceptance rate of 24.2%,” says CAB Senior Vice President Brent Eichar. “That’s the result of producers using the tools and good genetics available to them to make breeding decisions.”

Eichar also notes resources such as the GeneMax™ DNA test that predicts marbling and gain, and AngusSource® Genetic that adds value to Angus-sired calves, both aid in the pursuit of supplying more CAB-branded cattle.

With these market trends, Angus producers — especially those focused on quality — are positioned to benefit from growing interest in Angus genetics

from commercial cattlemen and growing consumer interest in the brand.

“These are exciting times to be in the cattle business, specifically, the Angus business,” Schumann says. “We’re looking forward to seeing what 2014 brings.”

To learn more about the Association’s year-end highlights, visit www.angus.org in the coming weeks to access the 2013 annual report or episodes of *The Angus Report*.

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

Table 4: Registrations by breeding method

Total calves recorded	288,822	
Calves produced by natural breeding	137,119	(47.48%)
Cows	76,460	(55.76%)
Bulls	59,959	(48.73%)
Steers	700	(0.51%)
Calves produced by artificial insemination*	151,703	(52.52%)
Cows	78,492	(51.74%)
Bulls	72,843	(48.02%)
Steers	368	(0.24%)
Active sires	21,604	
Bulls used naturally	18,754	(86.81%)
Bulls used by artificial insemination	2,850	(13.19%)

*Of the calves produced by AI, 128,292 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	5,102	23.6
2-5	7,794	36.1
6-10	3,905	18.1
11-100	4,547	21.0
101-500	202	0.9
501+	54	0.3

The 288,822 calves registered in FY 2013 were sired by 21,604 bulls.

Table 6: Top 25 bulls by number of progeny registered in FY 2013

Reg. no.	Bull name	No. progeny
14963730 [AMF-CAF-DDF-M1F-NHF]	Sitz Upward 307R	5,350
13592905 [AMF-CAF-D2F-M1F-NHF-RDF]	SAV Final Answer 0035	5,233
16447771 [AMF-CAF-D2F-DDF-M1F-NHF]	Connealy Consensus 7229	5,214
15848422 [AMF-CAF-D2F-DDF-M1F-NHF]	Connealy Final Product	4,071
16124994 [AMF-CAF-DDF-M1F-NHF]	Hoover Dam	3,060
15109865 [AMF-CAF-DDF-M1F-NHF-RDF]	SAV Bismarck 5682	3,013
15688392 [AMF-CAF-DDF-M1F-NHF]	SAV Pioneer 7301	2,412
15543702 [AMF-CAF-DDF-M1F-NHF]	Connealy Impression	2,393
16115617 [AMF-CAF-DDF-M1F-NHF]	SAV Iron Mountain 8066	2,391
13728513 [DDC-AMF-CAF-M1F-NHF]	GAR New Design 5050	2,361
14850409 [AMF-CAF-D2F-DDF-M1F-NHF-RDF]	Summitcrest Complete 1P55	2,031
13880818 [AMF-CAF-DDF-M1F-NHF-RDF]	Mytty In Focus	1,977
14739204 [AMF-CAF-DDF-M1F-NHF]	SAV Net Worth 4200	1,887
15832750 [AMF-CAF-DDF-M1F-NHF]	Connealy Right Answer 746	1,809
15180461 [AMF-CAF-DDF-M1F-NHF]	Kessler's Frontman R001	1,692
16541214 [AMF-CAF-D2F-DDF-NHF]	EXAR Upshot 0562B	1,598
16364794 [DDF]	Coleman Regis 904	1,580
15511451 [AMF-CAF-D2F-DDF-M1F-NHF]	S Chisum 6175	1,571
16107774 [AMF-CAF-DDF-M1F-NHF]	SAV Brilliance 8077	1,559
15330743 [AMF-CAF-DDF-NHF]	SydGen CC&7	1,503
15719841 [AMF-CAF-DDF-M1F-NHF]	AAR Ten X 7008 SA	1,476
13395344 [DDC-AMF-CAF-M1F-NHF]	GAR Predestined	1,470
16761479 [CAF-DDF]	Connealy Confidence 0100	1,417
15840414 [AMF-CAF-DDF-M1F-NHF]	TC Aberdeen 759	1,410
14675445 [DDC-AMF-CAF-M1F-NHF]	B/R New Day 454	1,408

AMF = tested and found to be free of arthrogryposis multiplex (AM).

CAF = tested and found to be free of contractural arachnodactyly (CA).

DDF = tested and found free of developmental duplication (DD); DDC = tested and found to be a carrier of DD.

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

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

NHF = tested and found to be free of neuropathic hydrocephalus (NH).

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

Six bulls entered the lineup this year: Connealy Right Answer 746, EXAR Upshot 0562B, Coleman Regis 904, SAV Brilliance 8077, AAR Ten X 7008 SA, and Connealy Confidence 0100. Dropping out of the Top 25 lineup were SS Objective T510 OT26, SydGen Mandate 6079, R/M Ironstone 4047, TC Total 410, GDAR Game Day 449 and Sitz Dash 10277 — all of whom remained in the top 50 sires for number of registered progeny in FY 2013.

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

Reg. no.	Bull name	No. progeny
10776479	N-Bar Emulation EXT	55,384
13062750	Bon-View New Design 878	52,680
13880818	Mytty In Focus	46,008
9894245	Pine Drive Big Sky	40,260
12783540	Bon-View New Design 1407	37,806
13395344	GAR Predestined	36,400
13512009	SAV 8180 Traveler 004	33,779
13776378	SS Objective T510 OT26	32,595
13592905	SAV Final Answer 0035	27,236
12530601	Rito 6I6 of 4B20 6807	25,516
11750711	Leachman Right Time	23,803
12310707	Sitz Alliance 6595	23,242
9250717	QAS Traveler 23-4	23,023
11418151	B/R New Design 036	22,763
12493607	CA Future Direction 5321	22,643
13588640	B/R New Frontier 095	22,316
13898124	BR Midland	22,279
8974207	PS Power Play	21,777
10858958	DHD Traveler 6807	21,085
5475692	Camilla Chance 37 T	20,935
13395329	GAR Retail Product	20,189
14963730	Sitz Upward 307R	19,686
11994601	TC Stockman 365	19,563
14739204	SAV Net Worth 4200	19,360
15109865	SAV Bismarck 5682	19,305

Three bulls entered the Top 25 list for the first time: Sitz Upward 307R, SAV Net Worth 4200 and SAV Bismarck 5682.

