



Movin' Forward

► by **Bryce Schumann**, chief executive officer

It's the economy

It is impossible to pick up a paper, turn on the radio or watch TV and not be confronted with a report on the latest economic woes occurring in the U.S. economy. These news reports have everyone bracing for what negative news may be next. The cycle of bad news building momentum on more bad news is not a new scenario, and it always seems to be worse in an election year.

Consumer response

For us in the beef industry, consumer spending is critical to our economic well-being. Consumer confidence has seemed to stabilize as the financial and credit markets have started to gain some stability. Gasoline is much cheaper with the huge decline in oil prices, and retailers and auto manufacturers have pulled out all of the stops to try to attract new buyers.

Consumers have definitely shifted their buying habits over time. The number of families eating their main meal in a restaurant is 1.2 times per week, down from 1.3 times in 2007 and 1.5 in 2006.

In a recent survey by Ipsos that queried primary household shoppers on how the economy is affecting their buying habits, 61%

of consumers identified themselves as price-sensitive. Two adjustments in purchase behavior were identified by this group:

- 48% of price-sensitive consumers buy less-expensive cuts and/or smaller packages; and
- 39% of price-sensitive consumers reduce or eliminate purchases of certain types of food.

As an industry, we Angus breeders and beef producers make adjustments based on our economic outlook just like consumers do. Recently, I have read several articles about making adjustments to economic downturns. A key theme that emerges is to focus on your customers and the services or products you provide.

Focus on customers

Your customers are your key consumers, and they stick with you if you provide them with good services and a quality product. In times of downturn it is not uncommon for us to pull back on marketing, but that tends to be the worst time to cut since sales are the lifeblood of business, and people in softer economic times are looking for better ways to do business.

In many ways, surviving or even thriving in tough economic times depends as much on attitude and creativity as anything. People who embrace change and new technology will discover new opportunity. People who fight change fall further behind.

These messages should ring a familiar chord with Angus breeders. We could have chosen to fight change in the 1970s. Instead, we led change with the establishment of structured sire evaluation and the Certified Angus Beef (CAB) Program. This adoption of new technology and establishing our own brand in the face of an extended economic downturn helped create the popularity we now enjoy in the Angus breed.

We should be viewing our current circumstance as our next opportunity to improve the Angus business and the beef industry in the future!

Bryce F. Schumann

E-MAIL: bschumann@angus.org

AMERICAN ANGUS ASSOCIATION

3201 Frederick Ave., Saint Joseph, MO 64506-2997
Office hours: (M-F) 8 a.m. to 4:30 p.m. (Central)
phone: 816-383-5100; fax: 816-233-9703
e-mail: angus@angus.org ■ home page: www.angus.org

2009 OFFICERS

Jay King, president and chairman of the Board, 28287 Woodside Dr., Rock Falls, IL 61071; cell: 815-535-1990; svrealty@cin.net ■ **Bill Davis**, vice president and vice chairman of the Board, 34840 CR 106, Sidney, MT 59270; cell: 406-489-2311; rolnrok@hughes.net ■ **Joe Hampton**, treasurer, 2600 Back Creek Church Rd., Mount Ulla, NC 28125; cell: 704-880-2488; joe.hampton@ncmail.net

2009 BOARD OF DIRECTORS

Terms expiring in 2009—Al DeClerk, 3914 Engelberg Rd., Pocahontas, AR 72455; cell: 870-926-7334; eafherd@centurytel.net ■ **Joe Hampton** ■ **Steve Olson**, PO Box 590, Hereford, TX 79045; cell: 806-676-3556; sg_olson@live.com ■ **Rob Thomas**, 42734 Old Trail Rd., Baker City, OR 97814; cell: 541-403-0562; rob.thomas@thomasangusranch.com ■ **Cathy Watkins**, 4556 N. CR 850 W., Middletown, IN 47356; cell: 765-635-4222; beaver-ridge@att.net

Terms expiring in 2010—Jarold Callahan, 7450 N.W. 192nd St., Edmond, OK 73012; cell: 405-590-3061; callahan@expressranches.com ■ **Norman Garton**, RR 4 Box 153, Nevada, MO 64772; cell: 417-684-5477; ngar2@yahoo.com ■ **Chad Hoffman**, 33995 E. 1900 N Rd., Colfax, IL 61728; cell: 309-838-4929; angus21@mchsi.com ■ **James Rentz**, 1005 W. Vine St., Coldwater, OH 45828; cell: 937-477-5347; james.rentz@yahoo.com ■ **Phil Trowbridge**, 164 Waltermire Rd., Ghent, NY 12075; cell: 518-369-6584; phil@trowbridgefarms.com

Terms expiring in 2011—Arlen Sawyer, 44718 873rd Rd., Bassett, NE 68714; cell: 402-760-0232; abcattle@hutel.net ■ **Doug Schroeder**, 971 Rose Ave., Clarence, IA 52216; cell: 563-357-4044; [\[msn.com\]\(mailto:msn.com\) ■ **Darrell Silveira**, PO Box 37, Firebaugh, CA 93622; cell: 559-217-1504; \[silveirabros@msn.com\]\(mailto:silveirabros@msn.com\) ■ **Jim Sitz**, 9100 U.S. Hwy. 91 N., Dillon, MT 59725; cell: 406-925-9888; \[sitzangus@gmail.com\]\(mailto:sitzangus@gmail.com\) ■ **Gordon Stucky**, 421 N.E. 70 Ave., Kingman, KS 67068; cell: 620-532-4122; \[gordon@stuckyranch.com\]\(mailto:gordon@stuckyranch.com\)](mailto:schroederangus@</p>
</div>
<div data-bbox=)

Industry appointments—CAB Board, Robert Norton Jr., BioZyme Inc., PO Box 4428, 6010 Stockyards Expressway, Saint Joseph, MO 64504; office: 816-238-3326; bnorton@biozymeinc.com ■ **AGI Board, Doug Parrett**, University of Illinois, Department of Animal Sciences, 184 Animal Sciences Lab MC 630, 1207 W. Gregory Dr., Urbana, IL 61801; office: 217-333-2647; dparrett@uiuc.edu

ADMINISTRATIVE STAFF

Chief executive officer: Bryce Schumann

Executive administrative assistant: Diane Strahm

Chief operating officer & Angus Genetics Inc. president: Bill Bowman

Angus Foundation president: Milford Jenkins

Angus Productions Inc. president: Terry Cotton

Certified Angus Beef LLC president: John Stika

DEPARTMENTAL STAFF BY DIVISION

Finance—Richard Wilson, vice president & director of finance; Kenny Miller, assistant director of finance

Industry Relations—Jim Shirley, vice president & director of activities; Robin Ruff, director of junior activities; Sara Snider, director of AngusSource®; Shelia Stannard, director of communications & events; Anne Trenholm, assistant director of communications

Information & Data Programs—Bill Bowman, vice president & director of performance programs; Lou Ann Adams, director of information systems; Ty Groshans, director of commercial programs and assistant director of performance programs; Scott Johnson, director of Angus Information Management Software; Don Laughlin, director of member services; Sally Northcutt, director of genetic research; Carol Waller, assistant director of member services