

YEAR-END CLOSEOUT

American Angus Association achieves milestones in fiscal year 2021.

by Briley Richard, American Angus Association

The American Angus Association concluded a successful fiscal year, packed with member-wide achievements and industry-leading advances. The fiscal year, which concluded Sept. 30, 2021, marked the seventh-consecutive year of more than 300,000 registrations, with an additional 143,305 recorded transfers. The Association tallied a grand total of 27,560 regular and junior memberships combined.

“This business has changed in such a huge way in a relatively short period of time,” says Mark McCully, CEO of the Association. “When you think about what we’re delivering to the consumer today, we’re delivering the highest-quality product that our industry has ever delivered. In addition, we have more tools, better ways to describe feeder cattle and a progressive membership that has their eye on the future.”

Genetic advance

Angus Genetics Inc. (AGI) announced new leadership by appointing Kelli Retallick-Riley as president.

The subsidiary of the American Angus Association also celebrated a milestone accomplishment — 1 million genotypes, made possible by Angus breeders willing to invest in the technology. The use of these genotypes allows enhanced accuracy and predictability of difficult-to-measure traits.

AGI continued to work on tools that improve the profitability of the beef cattle industry, including collecting additional data for the hair-shed research expected progeny difference (EPD) and introducing new udder-scoring guidelines.

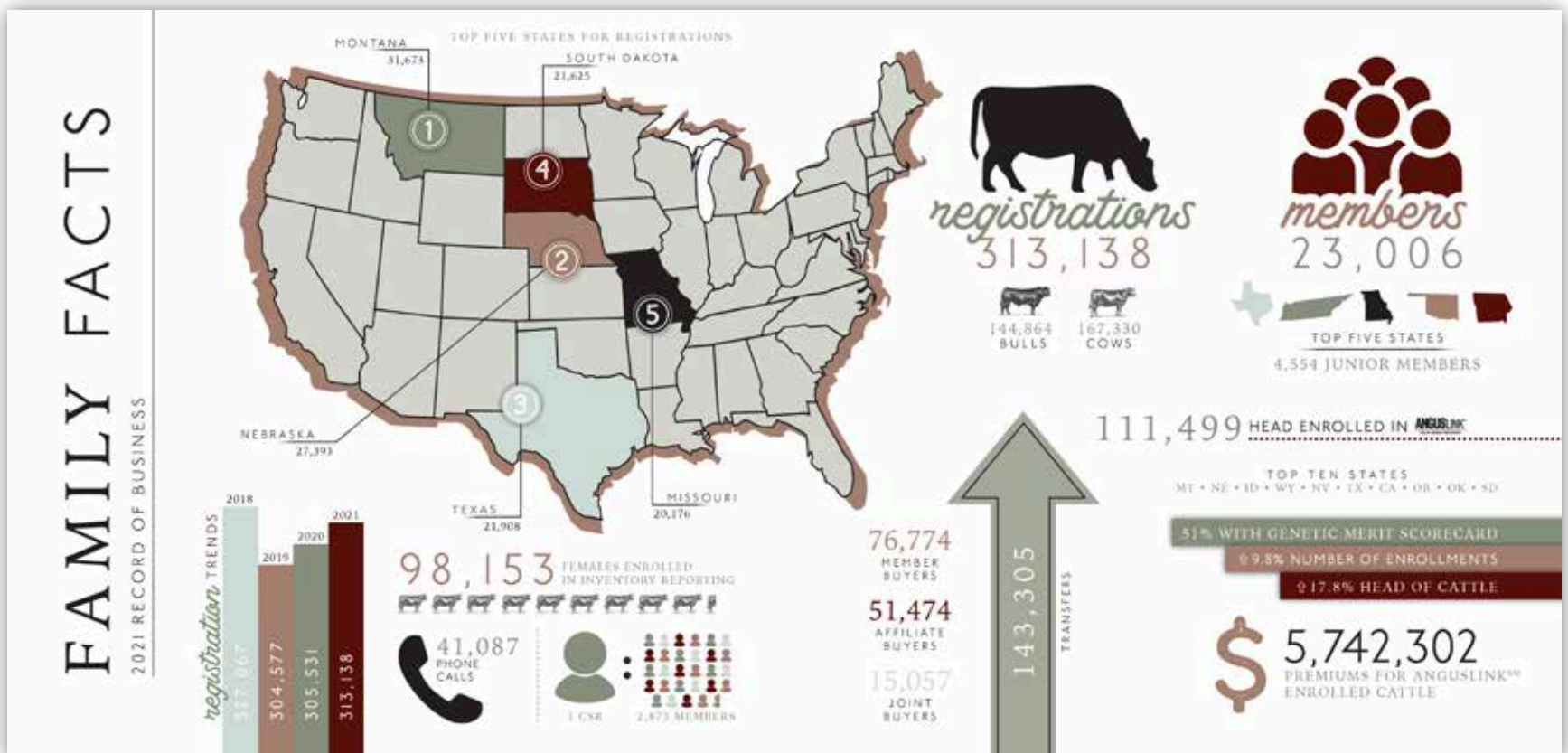
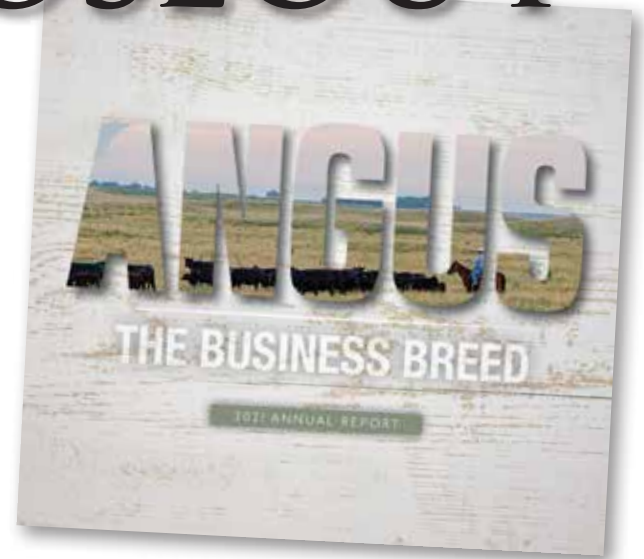
Core programs

One thing that remained constant this year, as it has since its inception in 1883, is the Association’s dedication to its membership. This year Association members surpassed 20 million registrations, a feat that ensures the demand and value of registered Angus cattle industry-wide.

In efforts to keep focus on

maternal traits and longevity, the Angus Herd Improvement Records (AHIR®) program implemented the Inventory Reporting option. This whole-herd reporting method helps breeders collect data for traits more difficult to measure, such as fertility and longevity, while maintaining accurate herd records.

Inventory reporting gives full credit to high-performing females, ensures a complete record of the herd, and provides insight on economically relevant traits. The recorded traits will then serve as



decision-making tools for both commercial and seedstock producers.

Customer-focused

As a cutting-edge source of information, Angus Media created the “Feeder-Calf Marketing Guide,” a resource for commercial cattlemen using registered Angus bulls. The publication aided producers in their marketing decisions by providing tips, in-depth explanations of AngusLinkSM and the Genetic Merit Scorecard[®] (GMS), commercial directories, and information on all process-verified programs offered through the Association’s Commercial Programs Department.

With its goal of providing cost-effective and quality marketing services to Angus breeders, Angus Media produced a record 491 sale books and 424 breeder websites.

Earned premiums

The *Certified Angus Beef*[®] (CAB[®]) brand affirmed its quality standard. Combined focus on genetics and management led to a record-breaking 36.8% brand acceptance rate. Cattlemen earned \$1.7 million per week in carcass-based premiums.

CAB marked its second-largest sales year on record at 1.215 billion pounds. It implemented a #RestaurantChallenge to support the struggling restaurant industry and worked with more than 19,000 licensed partners in 54 countries this year.

Look for the mark

With the value of Angus cattle consistently increasing, the Association configured its new advertising campaign to emphasize the power of Angus. With the confusion of black-hided cattle in the marketplace, the campaign illustrates the confidence cattlemen can put in the power of EPD data, documented pedigrees, and marketing programs with the purchase of a registered Angus animal.

Foundational support

As a nod to George Grant’s arrival to North America with Angus genetics on May 17, 1873, the Angus Foundation hosted the inaugural Angus Day of Giving on May 17, 2021. The fundraising event included a series of mail,

video and social media outreaches to promote the lasting effects of the Angus family. The campaign raised \$14,000 of unrestricted funds, acquired more than 25 new donors and reached more than 59,000 prospective donors.

To view the 2021 Annual Report

with in-depth information about the year, visit www.angus.org/pub/annualreport. ■

Editor’s note: Briley Richard is a communications specialist for the American Angus Association.

Meeting demand with better beef in 2021

When it comes to measuring success for Certified Angus Beef (CAB), it’s measured 1 pound (lb.) at a time. The second-highest sales year on record, global sales totaled 1.215 billion lb. for fiscal year 2021. Up 3.4%, or 40 million lb. from 2020, this is the sixth consecutive year the brand surpassed 1 billion lb. of sales.

“This brand was built 1 pound at a time, one



partner at a time, and we value them all, because it takes a community to move this brand forward and to make it work for everybody,” says John Stika, CAB president.

Better beef, better cattle

Both beef demand and CAB brand acceptance rates are at all-time highs, creating a formula for record-setting improvements.

“There are a lot of exciting and optimistic things when we look at the success and progress our partners have had this year,” Stika says.

“Demand doesn’t solve all the problems we currently have in the beef industry, but it does underpin the foundation of success and recovery that many are experiencing in their business right now.”

Growth in demand requires more Angus cattle raised to the highest standards, and cattlemen met the challenge. A record 36.8% of all Angus-influenced cattle met the brand’s 10 specifications in fiscal year 2021. That’s more than 5.9 million black cattle earning an average of \$50 per head from CAB grid premiums. Each year, packers pay producers nearly \$92 million for brand-qualifying cattle, or \$1.7 million per week.

“This year proved that cattle producers are as focused as ever on meeting consumer expectations,” says Bruce Cobb, executive vice president of production for the brand. “Through 2020, acceptance rates for the brand established new record benchmarks, and that momentum carried through 2021 as producers continued to increase the production of certified carcasses.”

Bringing home the beef

It’s an entire community across the supply chain that moves CAB forward.

A stabilizing anchor for brand sales, retail sales proved extremely steady year-round. Shoppers looked for quality in the grocery store and kept cooking at home, even as pandemic mandates lifted.

Licensed partners held on to most of last year’s record-setting 602 million lb., closing 2021 at 600 million lb. of sales.

“As we saw the foodservice and hospitality sector begin to open up, we were hoping the pent-up demand we had heard so much about would materialize, and it has,” CAB President John Stika says. “Demand is strong for high-quality beef.”

Finishing the year up 13.3%, domestic foodservice brand partners recovered 43% of the 100 million lb. forfeited during the pandemic.

Canada and Japan remain at the top of international sales, playing a large role in the 7.8% year-over-year increase. The next four largest markets — South Korea, Mexico, Taiwan and Hong Kong — grew by an average of 10.6% last year, helping reclaim international business.

“We have continued to be extremely optimistic and believe that sales outside of the U.S. will only continue to grow and become healthier moving forward,” Stika says.

Value-added product sales grew 23.5% in 2021, setting a record of 38.3 million lb. Smoked brisket, fajita meat and fresh corned beef were a few of the top sellers as people looked for labor- and cost-saving solutions. Celebrating seven record months during the fiscal year, July took the top spot with 4 million lb. of value-added products sold.

CAB-brand Prime sales reached 37.3 million lb., a 14.8% increase, for the first time in 2021.

“Prime is a progressive growth opportunity as we continue to see quality resonate with more and more consumers domestically and around the globe,” Stika says.

Looking forward to 2022, he says he expects the brand to only get better, 1 lb. at a time.

— both sidebars by Kylee Kohls, CAB communications specialist