

# Fiscal Year Ends Strong



## 2022 signals strong demand for Angus cattle, beef product.

by Briley Richard, American Angus Association

‘A ngus breeders have completed a successful year, despite many challenges with weather and rising input costs,” commented CEO Mark McCully at the close of the American Angus Association’s 2022 fiscal year.

The year marked the eighth consecutive year of more than 304,000 registrations, with an additional 141,385 recorded transfers. The fiscal year, which concluded Sept. 30, 2022, tallied a grand total of 22,488 regular and junior memberships combined.

“Angus females averaged \$6,023 last year, and bulls averaged \$5,909, signaling that Angus genetics are very much in demand,” McCully observes.

### Genetic solutions

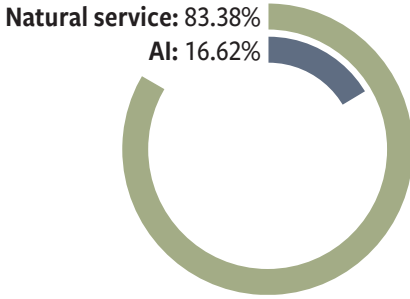
Angus Genetics Inc. (AGI), a subsidiary of the Association, continued to plant itself at the forefront of the industry in providing breeders the tools to achieve their breeding objectives and serve as the trusted industry source of advanced genetic solutions.

Boasting 1.229 million animals with profiles in the genetic evaluation, a 10% increase in profile tests and 13 ongoing research projects, AGI plans to maintain the momentum heading into the new year to reach new heights.

In efforts to provide tools to enhance breeder success, the Angus Herd Improvement Records (AHIR®) program transitioned the hair shed (HS) expected progeny difference (EPD) from the research environment to a production EPD, thanks to



22,488  
MEMBERS



**Fig. 1: Percent of active Angus sires in FY 2022 used by natural vs. by artificial insemination**

Source: Sire Information Record, American Angus Association, 2022.

TRANSFERS

74,142 **BULLS**

66,627 **FEMALES**

141,385 **TOTAL TRANSFERS**

the hard work of Angus breeders who diligently collected data. The EPD aims to help breeders find animals best genetically equipped to handle hot, fescue-based environments.

Additionally, AHIR continued to promote the importance of complete cow herd data through its Inventory Reporting program, enrolling 97,271 head from 768 herds.

### Communicating

The Angus Media team created *The Angus Conversation* and *Angus at Work* podcasts to provide on-the-go information for Angus breeders and commercial cattlemen. Found anywhere you listen to podcasts, the episodes feature a variety of guests who discuss everything from technology and breeding philosophies to marketing and traditions.

With its goal of providing cost-effective and quality marketing services to Angus breeders, Angus Media helped foster 34 million page views for online sale books at <https://www.angus.org/AngusProductions/SaleBooks> and 3½ million email marketing sends.

### Brand initiatives

The *Certified Angus Beef*® (CAB) brand affirmed its quality standard with another year of exceeding consumer expectations (see “Packing the Pounds,” page 146). Combined focus on genetics and

management led to a 35.5% brand acceptance rate. More than 5.78 million carcasses were certified and 1.234 billion pounds (lb.) were sold as CAB brand product. That’s an impressive 3.4 million lb. of CAB sold per day, and the entity worked with more than 18,000 licensed partners in 54 countries this year.

With the value of Angus cattle consistently increasing, the Association continued its *Powered by Angus*™ advertising campaign. Combating the “black-hided confusion” 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 registered Angus.

### Foundational support

The Angus family continued to pour its support into the Angus Foundation’s mission of education, youth and research. With a record-setting \$1.4 million in donations, each cent will affect the lives of Angus generations to come.

To view the American Angus Association’s *2022 Annual Report* with in-depth information about the year, visit <https://bit.ly/2022AngusAnnualReport>. To view the Association’s complete financial report, visit <https://bit.ly/2022AngusFinancials>. **ABB**

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

**Table 1: Top 10 sires for registered progeny in FY 2022, American Angus Association**

Rank	Bull	No. calves recorded
1	5,546	G A R Home Town
2	4,671	Deer Valley Growth Fund
3	3,192	SydGen Enhance
4	3,014	S A V Rainfall 6846
5	2,597	Tehama Tahoe B767
6	2,596	Musgrave 316 Exclusive
7	2,444	Sitz Stellar 726D
8	2,147	E&B Plus One
9	2,116	Sitz Resilient 10208
10	1,935	DB Iconic G95

Source: Sire Information Record, American Angus Association, 2022. Note: 329 bulls had 101 or more progeny recorded in FY 2022.

**Table 2: No. of calves recorded by sire birth year, American Angus Association**

Birth year	No. calves recorded	% of calves recorded
2007	838	0.275%
2008	1,077	0.353%
2009	1,618	0.531%
2010	3,225	1.058%
2011	5,176	1.698%
2012	5,920	1.942%
2013	14,182	4.653%
2014	12,991	4.262%
2015	28,848	9.464%
2016	41,508	13.617%
2017	50,586	16.595%
2018	67,259	22.065%
2019	54,355	17.832%
2020	12,916	4.237%
2021	1	0.000%

SOURCE: Sire Information Record, American Angus Association, 2022. Note: The list above does not account for all sires with calves recorded in FY 2022. Calves were recorded out of bulls born from 1954-2021.