

by Mark McCully
CEO, American Angus Association



Reflection and anticipation

I've always heard the size of the rearview mirror in a vehicle is much smaller than the windshield because it's far more important to look forward than backwards.

While this is definitely true when driving, I tend to think it also applies well to a life philosophy. In fact, I am frequently guilty of spending no time at all celebrating a successful event or project, but rather quickly transition to planning for the next one.

That's probably not wise, and I believe there is tremendous value in reflecting and appreciating where we have been. 2022 was another year of success and progress for the Angus breed, Angus breeders and the American Angus Association.

The Association membership neared 22,500 diverse and talented breeders from across the country. The fiscal year closed with the eighth consecutive year of registrations exceeding 300,000 head. Average prices of registered bulls and females rose to historical levels, reflecting the incredible demand that exists for Angus seedstock. And the *Certified Angus Beef*® (CAB) brand recorded the second-best year in the history of the program with 1.234 billion pounds (lb.) sold, resulting in a record \$182 million paid to producers in CAB grid premiums.

Angus breeders continued to stay progressive and utilize technology, with 57% of registrations being artificial insemination (AI)-sired and 14% the result of embryo transplant. Adoption of genomic technology grew yet again with 65% of registered cattle having a genomic profile test.

Maybe underappreciated is what

genomic testing has done for the accuracy of our pedigree. Last year 55% of all registered Angus cattle were sire-verified and 39% were sire- and dam-verified. We can have more confidence in our Angus pedigrees today than any other time in history.

An ongoing topic I discuss with breeders is the need to continue to collect phenotypic data and keep our database as powerful as possible. Angus breeders stayed committed to performance testing and data collection, submitting nearly 775,000 weights into the Angus Herd Improvement Records (AHIR®) program last year. Nearly 100,000 females were enrolled in whole-herd reporting, and heifer breeding records submitted grew by 14% to just over 35,000. Coupled with significant growth in the collection of newer traits like foot and udder scores, the Angus database is powerful, growing, robust and the envy of the beef industry.

Angus Media had another banner year with industry-leading print publications along with new and innovative breeder marketing, education and editorial platforms. More than 500 sale books were designed for breeders, and those books generated more than 34 million online views.


The Angus Foundation supported more than \$450,000 in youth and educational programs while awarding more than \$300,000 in scholarships.

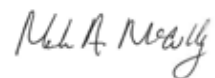
Our youth programs had another year of incredible influence, and that was on full display at our National Junior Angus Show (NJAS) and other events and activities throughout the year.

While this past year was loaded with success and milestones to celebrate, I know celebration needs to be short-lived. The approaching year is full of opportunities to improve and new ways to succeed.

There is incredible optimism in the cattle market. While input costs have risen significantly, tight cattle supplies will be supporting prices up to and potentially beyond record levels for the coming years.

I was encouraged to visit with so many members at our Angus Convention who see opportunity to grow margin for themselves and their commercial customers using registered Angus genetics.

The beginning of a year is always a great time to both look back with reflection and look forward with anticipation. This breed and this Association continue to be blessed with both success and opportunities to grow and improve. I am thankful for 2022, and look to 2023 with optimism and excitement. 



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