

# COMMON GROUND

## The title to power, predictability and opportunity



Mark McCully, CEO  
MMcCully@angus.org

As a commercial cattleman and business owner, it's important for you to make wise investments. Yet, how can you reduce risk when so many things are out of your control? The cattle markets, the weather, the price of corn — it all affects your profitability.

There is one investment that can help reduce that risk and unlock opportunities for

additional profit — purchasing a *registered* Angus bull. I think of the registration paper as the title to your bull. Just like the title to your truck, it is the paper that ensures you know what you are buying. Yet, there is so much more to that registration than simply a piece of paper.

**POWER:** With the registration on your Angus bull, you can have confidence in the data the paper represents. The expected progeny differences (EPDs) and dollar value indexes (\$Values) for your registered Angus bull are backed by 80 million data points. That includes nearly 1 million genomic profiles in the American Angus Association's database, on top of phenotypic measurements collected over the years by Angus breeders dedicated to creating the best genetic prediction tools available.

**PREDICTABILITY:** With that paper, you can have confidence in the pedigree it represents. You know that buying a registered Angus bull means the documentation and ancestry of the bull is what it says it is. You

know the genetics from that bull are what they say they are. Knowing the pedigrees allows you to make sound breeding decisions that will help you create a problem-free herd and increase your profitability.

**OPPORTUNITY:** The registration paper of your Angus bull also unlocks the programs behind it. The marketplace is becoming more and more evolved, and feeder-cattle buyers are paying extra based on value. Only calves out of registered Angus bulls are eligible for market premiums under AngusLink's USDA Process Verified Program claim AngusVerified. Last year, cattle marketed through AngusLink received an average premium of \$9.93 per hundredweight (cwt.).

Additionally, programs like Angus University and publications like the *Angus Beef Bulletin* are connecting you to the most relevant industry information. If you haven't had the opportunity, please take some time to log on to [www.Angus.org/University](http://www.Angus.org/University) for a wealth of resources. This "Feeder-Calf Marketing Guide" is an excellent example of the great stories you can find under the *Angus Beef Bulletin* brand. Simply having an Angus bull transferred to your name

qualifies you for a subscription and the resources it contains.

There is tremendous value to be found by utilizing these opportunities. It is so important that we recently set it as one of the Association's key priorities. It goes without saying that if you succeed, Angus breeders will succeed. Registered Angus breeders have worked diligently for decades to produce seedstock that solve problems and make money for you, their commercial customers. That's the kind of power, predictability and opportunity that comes with the "title" to your registered Angus bull. |

