

# MARSHALL ASSUMES COMMERCIAL RELATIONS POST

Troy Marshall to play an integral role in building relationships with commercial producers.

by Karen Hiltbrand, American Angus Association

The American Angus Association named Troy Marshall director of commercial industry relations. Marshall's rich experience in the beef industry combined with his industry knowledge make him a natural fit to connect with commercial producers who use Angus genetics targeting the cow-calf, stocker and feeder segments.



Troy Marshall

"I am incredibly excited to have Troy joining our team," says Mark McCully, CEO. "Troy has such a unique background in multiple facets of the cattle industry, and [he] is a real thought leader for our business. His creativity, experience and credibility will be enormous assets to our organization, and will advance our efforts with commercial cattlemen to the next level."

Marshall comes to the Association with a wealth of cattle industry knowledge. For more than 25 years, he has been the owner of Marshall Cattle Co., where he has placed an emphasis on serving cattlemen with superior Angus and SimAngus genetics.

In addition to his time on the ranch, he shared his knowledge as contributing editor for more than 10 years at *BEEF* Magazine, and he

was the editor and publisher of *The Seedstock Digest*, the nation's first weekly publication aimed at seedstock producers.

"The commercial cattleman has and always will be the primary focus of the American Angus

Association, and I'm excited to have the opportunity to be part of the team that is focused on creating value for Angus genetics within the commercial industry," says Marshall.

"The commercial industry has done a great job of improving the quality of the product we produce, but they have not always been able to capture the value of the superior genetics and management that they are putting into their cattle," he continues. "Our goal is to provide the opportunities to help capture that value."

Marshall has also served as the director of commercial programs for the American Maine-Anjou Association and the North American Limousin Foundation, and has been a market analyst for CattleFax. |

Editor's note: Karen Hiltbrand is a communications specialist for the American Angus Association.

## ► As director of commercial industry relations, what will be your main focus?

Our primary focus is to create additional value and provide the services and marketing avenues that will help commercial users of Angus genetics be more profitable.

## ► What other objectives do you have?

In addition to helping commercial cattlemen capture the value of their genetics and superior management, we hope to provide them new marketing avenues and opportunities; data and information that will help them breed better cattle; and tools that make breeding, managing and marketing their cattle easier. Plus, an important part of my job will be to provide feedback to Angus seedstock producers so they can do an even better job of providing genetics and services to their customers.

## ► What do you see as the greatest challenge for commercial cow-calf operations today?

Profitability is always the greatest challenge. This is an ultra-competitive business. It is no easy task to maintain a productive cow herd

adapted to one's environment, while meeting the demands of the sectors down the production chain and the consumer, and finding the time to capture and leverage the value of those genetics. My job is to help them accomplish those goals.

## ► What are their biggest opportunities?

Value differences have never been bigger, and the industry is just now really beginning to focus on meeting consumer demands. There will be tremendous opportunities for progressive producers who have a plan and program to capture those differences and create value. It is a great time to be in the cattle industry.

## ► What challenges do cattle feeders face?

Cattle feeders, like cow-calf producers have to manage their risk, create value, maintain market access and have the opportunity to both manage and market cattle toward the specific market targets that are being created. Helping to mitigate the risk and uncertainty in these areas will be a major focus of our commercial programs.

## ► Where might Angus genetics provide solutions?

The Angus breed is the genetic driver for our industry, we are the source for calving ease, growth and terminal genetics, and Angus is the maternal breed, as well. The Angus breed has the greatest gene pool, the most sophisticated breeders and the best tools to provide the genetics for every segment of the industry from the ranch gate to the consumer plate.

## ► What message do you want to send commercial cattlemen — cow-calf and feedlot — banking on Angus genetics?

The Angus breed has long been considered the undisputed leader when it comes to providing the right genetics for the economically relevant traits of beef production. We will continue to be the industry leader and driver when it comes to genetics, but my message would be that we are also working just as hard every day to provide the services, programs, data and marketing avenues that will help you be more profitable.