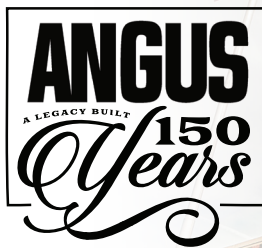


Association Concludes Strong Year



Signals in 2023 show strong demand for Angus cattle, beef product.

by Katelyn Engel, American Angus Association

The American Angus Association concluded a successful fiscal year (FY), filled with industry-leading advances, reflection on the breed's history within the United States and camaraderie among its membership. FY 2023 marked the ninth consecutive year of more than 300,000 registrations, with an additional 138,377 transfers. Regular and junior memberships totaled 21,981.

"This year is a milestone year for the breed, being the 150th anniversary of Angus cattle arriving in America," says Mark McCully, Association CEO. "All those years later, Angus cattle and cattlemen are thriving, and we are encouraged by our strong year."

With the 150th anniversary of Angus cattle in the United States comes the 140th anniversary of the Association. Its subsidiaries, Angus Genetics Inc. (AGI), Angus Media, Certified Angus Beef and the Angus Foundation, also celebrated the kickoff or completion of major projects.

Entity advances

AGI continued to put itself at the forefront of its field, helping breeders achieve their goals and serving as a trusted industry source for advanced genetic solutions. In October, the functional longevity (FL) research expected progeny difference (EPD) was released in an ongoing effort to improve the long-term success and profitability of herds.

AGI was also recognized on an international scale for its work on the World Angus Evaluation and its successful release.

In another effort for continued improvement, AGI processed more than 200,000 genomic samples on behalf of the membership, realizing a 4.7% increase in profile tests. With 206,956 additional genomic profiles now available for genetic evaluation, AGI plans to continue the momentum in the new fiscal year.

Angus Media welcomed Clay Zwilling as its new president. In the early months of his leadership, the *Angus Journal*® ended the year with 13,000 subscriptions and the *Angus Beef Bulletin* has 65,000 readers. Throughout the year, they developed 509 sale books and 201 brochures.

The Angus Media team continues to develop and enhance products and publications — both for print and the digital landscape — while remaining at the top of their field.

As Certified Angus Beef celebrated its 45-year anniversary, 18,000 licensed partners worldwide in more than 50 countries sold 1.227 billion pounds of CAB product. Overcoming tight cattle supplies and record-high prices, McCully says the brand continues to deliver on a promise of premium

quality to consumers around the world.

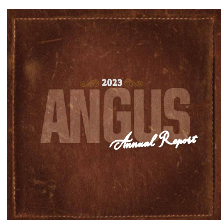
During the fiscal year, the Angus family continued to pour their support into the Angus Foundation's mission of education, youth and research. This year, 138 scholarships, totaling \$350,625, were awarded to youth across the nation. Campaign initiatives including "A Legacy Built" and "Fund the Future" contributed to a total of \$1.279 million in donations from more than 700 donors — 227 of whom were new donors. The effects of these dollars will be felt for generations.

Association programs

As the value of Angus cattle continues to rise, the Association has continued its *Powered by Angus*™ advertising campaign. Combating "black-hided confusion," 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.

Another nod to the power of verified genetics came as AngusLink™ value-added programs experienced tremendous growth. After beginning its partnership with IMI Global, year-end enrollments reached 165,428 head of cattle with \$17.8 million in premiums paid to producers this fiscal year.

To view the 2023 *Angus Annual Report* and the Association's complete financial report, visit <https://bit.ly/AngusAR23>. ABB



Digital EXTRAS

Access the full annual report, including the financial report, of the American Angus Association.



Editor's note: Katelyn Engel was the 2023 communications intern for the American Angus Association.