

# Common Ground

## Confidence builds demand.



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I have always traveled a great deal for work. Not long ago, I would carry an atlas and detailed directions to get to my destination. Today, I have my smartphone. I head out for a trip or jump in a rental car at the airport, plug in an address, and blindly follow the directions provided by Google Maps. I have gotten so reliant on the GPS function of my phone, many times I can't explain what route I

took to get to a place. I just followed what "Satellite Susie" told me.

Arguably, I need to pay more attention to my route, but it is an example of how dependent we can become on technology we trust and tools in which we have confidence.

### Genetics to build confidence

As I look at the collective work of Angus breeders and the American Angus Association, I feel good about the elevated level of confidence cattlemen can have when using registered Angus genetics. No other beef breed in the world has built as large and as robust of a database of animal performance and genotypes, allowing for unmatched accuracy in selection and mating decisions.

The expected progeny differences (EPDs) and selection indexes on registered Angus cattle have never been as accurate or as powerful as they are today. Whether it is calving ease, disposition, growth, carcass merit or some other trait of importance, purebred breeders and commercial cattlemen alike can use these tools to confidently advance their herds and meet their goals with fewer mistakes along the way.

Often overlooked is the increased accuracy of pedigrees that genomic technology has enabled. Registered Angus breeders have always been careful to accurately record the parents of an animal. It is fundamental to pedigreed livestock production. But things happen. Bulls jump fences, and cows swap calves. Today, with the adoption of

genotyping, 55% of registered Angus cattle are sire-verified, and 39% are sire- and dam-verified.

The investment in genomic testing by registered Angus breeders is unmatched in the industry and elevates the confidence all cattlemen can have in registered Angus pedigrees.

### Confidence to take to market

The most stressful day of the year in any cattle operation can be sale day. For registered breeders, it's their bull or female sale. For commercial cattlemen, it can be selling their feeder cattle or marketing their finished cattle. In all situations, you want to go into the marketplace with confidence there will be strong demand.

Registered Angus seedstock continue to see robust buyer support from coast to coast. The great diversity in the Angus breed underpins strong sales in different environments and breeding objectives. Commercial cattlemen consistently top the market with Angus-sired feeder cattle, and the ones feeding those cattle have confidence in the genetics to know they will grow and grid exceptionally well.

### Consumer trust adds dollars

The continued growth in the *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) brand coupled with growing premium spreads should add yet another layer of confidence for users of

Angus genetics. The brand has established an unmatched level of trust with consumers around the world, translating to higher prices paid for Angus cattle.

The key is leveraging the tools and technologies, people and resources that

are there to help you confidently move toward achieving your goals. Registered Angus breeders and the American Angus Association work hard to provide stability and assurance for cattlemen and women so they can make decisions and reduce risk.

Visit [www.angus.org](http://www.angus.org) to access resources the American Angus Association provides for commercial cattlemen.

In a world with so much uncertainty, it's reassuring to have things in our business to count on. Registered Angus seedstock are one of them. **ABB**

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