

Angus Concludes a Strong Fiscal Year

2022 signals continued demand for Angus cattle, beef product.

by Briley Richard, American Angus Association

The American Angus Association concluded a successful fiscal year, packed with member-wide camaraderie and industry-leading advances. The year marked the eighth-consecutive year of more than 304,000 registrations, with an additional 141,385 recorded transfers. The fiscal year, which concluded Sept. 30, tallied a grand total of 22,488 regular and junior memberships combined.

“Angus breeders have completed a successful year, despite many challenges with weather and rising input costs,” says Mark McCully, CEO. “Angus females averaged \$6,023

last year, and bulls averaged \$5,909, signaling that Angus genetics are very much in demand.”

Angus Genetics Inc.

Angus Genetics Inc. (AGI), a subsidiary of the Association, continued to plant itself at the forefront of the industry to help breeders achieve their goals and serve as the trusted industry source of advanced genetic solutions.

Boasting 1.229 million animals with profiles in the genetic evaluation, a 10% increase in profile

tests and 13 ongoing research projects, AGI plans to keep the momentum heading into the new year and to reach new heights.

In an effort to provide tools to enhance breeder success, the Angus Herd Improvement Records (AHIR®) program has transitioned the Hair Shed expected progeny difference (EPD) from the research environment to a production EPD. It’s a move that’s possible due to the hard work of Angus breeders who diligently collected data. The EPD aims to help breeders find animals best genetically equipped to handle hot, fescue-filled environments.

ANGUS
THE BUSINESS BREED

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—Mark McCully, CEO



SALE AVERAGES
\$6,023 females
\$5,909 bulls

768 HERDS
enrolled
IN INVENTORY REPORTING

Additionally, AHIR continued to promote the importance of complete cow herd data through its Inventory Reporting program, enrolling 97,271 head from 768 herds.

Angus Media

The Angus Media team created *The Angus Conversation* and *Angus at Work* podcasts to provide on-the-go information for Angus breeders and commercial cattlemen. Found anywhere you listen to podcasts, the episodes feature a variety of guests who discuss everything from technology and breeding philosophies to marketing.

With its goal of providing cost-effective and quality marketing services to Angus breeders, Angus Media helped foster 34,000,000



online sale book page views and 3,500,000 email marketing sends.

Certified Angus Beef

The *Certified Angus Beef*® (CAB) brand affirmed its quality standard with another year of exceeding consumer expectations.



Combined focus on genetics and management led to a 35.5% brand acceptance rate. More than 5.78 million carcasses were certified, and CAB marked 1.234 billion pounds (lb.) sold. That's an impressive 3.4 million lb. of CAB sold per day, and the entity worked with more than 18,000 licensed partners in 54 countries this year.

With the value of Angus cattle consistently increasing, the Association continued its *Powered*

by *Angus*SM advertising campaign. Combating the “black-hided confusion” in the marketplace, 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.

Angus Foundation

The Angus family continued to pour their support into the Angus Foundation's mission of education, youth and research. With a record-setting \$1.4 million in donations, each cent will affect the lives of Angus generations to come. **AJ**

Editor's note: To view the 2022 Annual Report with in-depth information about the year, visit bit.ly/2022AngusAnnualReport and to view the Association's complete financial report, visit bit.ly/2022AngusFinancials.



22,488
members

TOTAL registrations
304,822

	
144,193	159,604
<hr/>	
1,025 steers	