

Common Ground

Innovation starts with knowledge.



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As I write this, we are concluding 2023 — a year that marked the 150th anniversary of George Grant importing the first Angus bulls to America. Grant was an innovator of the purest kind. He wasn't afraid to think differently, the hallmark of true innovation.

In his wildest dreams, I can't imagine Mr. Grant could have envisioned the impact and legacy his risk would make on the beef industry. Today, more than 80% of commercial cow-calf producers identify Angus as a primary breed in the makeup of their cow herd. Angus cattle are valued

not only for their maternal characteristics and growth potential, but also for their ability to produce high-quality, consistent meat for consumers.

Along the way

That success hasn't come without more advancements along the way. Innovation was, and will continue to be, a part of the Angus legacy.

Arguably the most notable was when a group of innovative Angus breeders came up with the crazy idea of building a brand of beef focused on quality and marbling — a novel idea, and one that ran contrary to the push for low-fat and lean beef prevailing at the time.

Forty-five years later, the *Certified Angus Beef*® (CAB®) brand is the leading fresh beef brand on the globe. Consequently, CAB premiums flow all the way back to the commercial beef industry, driving demand for Angus cattle every day. Keeping the success of the commercial beef industry at the center of the target and innovating with performance testing, technology adoption, industry-leading marketing, and consumer demand creation have been the Angus recipe for decades.

Prepare for tomorrow

We know the spirit of innovation is going to be crucial for the future. The world around us continues to change — and at a faster

pace than ever before. I recently read a prediction that 40% of today's Fortune 500 companies will not exist in 10 years. That's an uncomfortable thought, no matter how you feel about change. Even in agriculture, which tends to be more traditional and slower to change, we see new technologies, new markets, new companies, new partnerships and many changes to how we do business.

We all understand the dangers of complacency and the need to be innovative. Yet sometimes in our daily grind, when so much of the day is dedicated to caring for cows and handling chores, thinking strategically is difficult. However, it's worth the time. I find that some of the most successful and innovative operators I've met put a priority on studying and learning more about the business. They invest time, expanding their knowledge about other operations and industry changes.

With this bigger perspective they can look at their own operation, more accurately size up their strengths and weaknesses, and identify areas to improve efficiency, increase revenue or decrease cost. They learn what others have done to be successful and, sometimes just as important, they learn what didn't work.

Partners to help

Having partners you can trust to help you make those calculated innovations is important. Angus is committed to helping you stay current in a fast-moving business.

This *Angus Beef Bulletin* publication is truly built for you. We deliver practical and timely knowledge through stories of past achievement of other cattlemen and articles loaded with ideas for future success. Its electronic supplement, the *Angus Beef Bulletin EXTRA*, provides a biweekly feed of management, health, nutrition, marketing and news to your inbox. The *Angus at Work* podcast shares great content to listeners from the comfort of their truck or tractor.

We host educational forums and online resources at Angus University to help you answer your questions and learn about new techniques. With 13 regional managers knowledgeable about your part of the country, we welcome the opportunity to help with your Angus genetic or marketing needs.

Give us a call. We would love to hear from you, and we promise to stay as innovative as you need us to be to keep you in business for a long time. Big or small, thinking differently and creatively, challenging the status quo, and stepping up to lead is woven into the fabric of the Angus breed and the American Angus Association membership. **ABB**

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Digital EXTRAs



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