



Movin' Forward

by **BRYCE SCHUMANN**, chief executive officer, American Angus Association

The difference a year makes

When we closed the books on fiscal year 2010, few would have predicted the dramatic turnaround the Angus business experienced during that 12-month period.

Road to recovery

A year ago at this time, the Association faced its first financial deficit in more than a generation. The economy showed little, if any, signs of recovery. The impacts of genetic defects caused financial hardship for many Angus breeders and played a role in decreasing registrations of Angus cattle, which had steadily risen since the mid-1980s.

Today, there is some good news to share with you — and I think it points to a brighter future for all of us.

According to year-end figures released by the American Angus Association, Angus registrations, bull sale averages, AngusSource® enrollments and *Certified Angus Beef*® sales were among several sectors experiencing increases in fiscal year 2010.

Registrations increased more than 5% during fiscal year (FY) 2010, with 297,087 animals registered. Embryo transfers accounted for 11.5% of registrations, and more than 53% of registered calves were a result of artificial insemination (AI), which is an all-time high. More than 91,000 registrations were stored electronically in 2010 to account for 30.7% of total registrations.

Bull sale prices increased nearly 5% above last year, and overall sales edged higher.

Breeders continued to utilize Angus Herd Improvement Records (AHIR®) and Beef Improvement Records (BIR) in FY 2010. An incredible 802,459 weight records were submitted by Angus breeders, bringing the beef industry's most extensive database to more than 19 million records.

Quality Angus genetics continued to drive consumer demand. Certified Angus Beef LLC (CAB) achieved its fourth consecutive sales record in 2010 with more than 775 million pounds, a 17%

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— *Bryce Schumann*

increase — or 114 million lb. — more than last year. All CAB sectors, including foodservice, retail, international and value-added areas, experienced increases during the year.

Approximately 14.9 million head were identified, and those certified for the Association-owned brand rose more than 24% to 3.5 million head.

AngusSource helped fuel the value of those Angus-sired calves in FY 2010. The U.S. Department of Agriculture (USDA) Process Verified Program (PVP) enrolled 140,315 head, growing the number of head enrolled by 14.3% and bringing

the total to more than 530,000 since the program was initiated as a PVP in 2005.

In addition, Gateway, a second-tier verification program documenting source and group age, enrolled 19,258 head. Collectively, producers marketed more than 47,000 head of AngusSource and Gateway cattle through the online cattle listings available at www.angus.org/angussource.

While all of these positive figures are great news for the Angus business, we recognize that a lot more work remains ahead of us. In other words, we're not resting on our laurels.

Market analysts expect strong demand for quality beef during the next couple of years, particularly as the economy edges toward recovery.

Our job is to position the breed and to help all of our members enjoy the benefits of the improving marketplace — and to continue to capitalize on growing demand for Angus cattle.



Long-range initiative starts with you

Beginning this month, the American Angus Association will begin gathering input from members, their customers and other industry stakeholders in an effort to develop long-range strategies.

While Association statistics show a very positive fiscal year (FY) in 2010 — with \$2.5 million in the black and growth in several areas, including registrations, sale averages and AngusSource® enrollments — the purpose of this long-range strategy is to continue that success and our breed's relevance into the future.

Our first step is to gather member input. We're doing this beginning on page 32A-B of this issue. I urge you to spend the next 10 minutes of your time filling out this short, nine-question survey.

If you're headed to the National Western in Denver, fill out this same survey in the newsletter and bring it to the Listening Post, where you can also visit with Association staff and Board of Directors. Or, if you prefer, go online at www.angus.org and submit responses.

The important part of this process begins with you. We're using what we learn during the next several months to set the course of our organization and prioritizing the areas that will keep Angus genetics an integral component of the industry.

Our performance in FY 2010 continued to demonstrate strong demand for quality Angus genetics and solidified our long-held position as a leader in the beef cattle industry.

The next 10 minutes — and your willingness to contribute your input — will help us determine how to best continue that industry-leading position and Angus demand well into our future.

What's Your Opinion?

The American Angus Association Board of Directors is seeking input from members, customers and others in the industry. Submit your comments by filling out the short survey available at www.angus.org; on page 32A-B of this issue; and at the Listening Post in Denver, Colo., during the National Western Stock Show.

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