



Movin' Forward

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

Accept the challenge

Agriculture and politics: The two are sometimes closely related, in this case, surprisingly so.

One nation

Election Day is long over, but the date — the first Tuesday in November — still possesses significance to those of us in agriculture.

A federal law signed in 1845 mandates that the presidential election occur every four years on the first Tuesday in November. Lawmakers established the date in consideration for the country's then-vast number of farmers and ranchers. Any time before the first week in November would have interfered with harvest; any time after would have tempted winter storms.

Granted, a lot has changed in the last 167 years; yet, our country and the world still depend on a stable, safe and affordable food supply.

Unlike the agrarian times of the 1800s, the responsibilities of producing today's food supply rest on the shoulders of fewer and fewer Americans. Less than

2% of our nation's citizens make their living from farms or ranches, and only 17% of Americans now live in rural areas.

Those of us who've remained in agriculture face a big challenge: Keep food on the plates of the world's 7 billion — and counting — consumers.

The amount and quality of beef on the plate depends on us.

Consumer satisfaction

The 2011 National Beef Quality Audit released this summer revealed essentially three key actions for our industry to grow demand for beef. We must collectively:

- deliver eating satisfaction to our consumers;
- continue to ensure product integrity; and
- proactively tell the beef story.

**Those of us who've
remained in agriculture
face a big challenge: Keep
food on the plates of the
world's 7 billion — and
counting — consumers.**

Cattlemen's ability to deliver a positive eating experience depends on quality Angus genetics and increasingly uniform and consistent-quality beef.

While drought conditions,

skyrocketing corn prices and land values plagued cattlemen in 2012, resulting increases in beef prices at the consumer level make a quality eating experience all the more valuable. In other words, if consumers are going to pay more for beef, it had better be worth the extra cash.

Miranda Reiman of Certified Angus Beef LLC (CAB) Supply Development summarizes the potential for ranchers to move closer to that consumer target in a recent article titled "Uniform Higher Quality." I encourage every cattleman, Angus or otherwise, to read it on page 129 of this issue of the *Angus Beef Bulletin*.

Essentially, it boils down to this: "In the cattle cycle, the depth and length of a rebuilding phase depends on beef's value equation. At these higher prices, the industry can't afford to simply produce the same amount of or more beef that disappoints."

That's the focus of the American Angus Association's new national advertising campaign, which debuted this past fall and winter across the country. As cattlemen begin to rebuild the nation's cattle inventory, we want you to consider the opportunities of the Angus breed — to reduce risk through the use of the world's most comprehensive genetic evaluation system and to add value by increasing consumer demand for better-tasting beef.

Back in the 1800s, America centered its entire electoral system on the agricultural calendar. The challenge to produce the food of a nation hasn't changed.

Let's give it beef that satisfies.

AMERICAN ANGUS ASSOCIATION®

3201 Frederick Ave. • Saint Joseph, MO 64506-2997

phone: 816-383-5100 • fax: 816-233-9703 • home page: www.angus.org
email: angus@angus.org • Office hours: (M-F) 8 a.m. to 4:30 p.m. (Central)

2013 OFFICERS

Phil Trowbridge, president & chairman of the Board, 164 Waltermire Rd., Ghent, NY 12075; cell: 518-369-6584; phil@trowbridgefarms.com • **Gordon Stucky**, vice president and vice chairman of the Board, 421 N.E. 70 Ave., Kingman, KS 67068; cell: 620-532-4122; gordon@stuckyranch.com • **Cathy Watkins**, treasurer, 4577 N. CR 850W, Middletown, IN 47356; cell: 765-635-4222; beaver-ridge@att.net

2013 BOARD OF DIRECTORS

Terms expiring in 2013— **John Elbert Harrell**, 1343 Lee Rd. 157, Opelika, AL 36804; cell: 334-524-9287; jhnharrell@gmail.com • **Leo McDonnell Jr.**, 13 Bull Dr., Columbus, MT 59019; cell: 406-780-0176; leomcd@hotmail.com • **John Pfeiffer Jr.**, 5103 W. Hwy. 51, Mulhall, OK 73063; cell: 405-880-0862; pfeiffer@agristar.net • **Jim Rentz**, 1005 W. Vine St., Coldwater, OH 45828; cell: 937-477-5347; james.rentz@yahoo.com • **Kevin Yon**, PO Box 737, Ridge Spring, SC 29129; cell: 803-622-4140; kyon@pbtcomm.net

Terms expiring in 2014— **Chris Sankey**, 1121 Lake Rd., Council Grove, KS 66846; cell: 620-343-0456; sankeys6nranch@yahoo.com • **Arten Sawyer**, 44718 873rd Rd., Bassett, NE 68714; cell: 402-760-0232; abcattle@hunted.net • **Doug Schroeder**, 971 Rose Ave., Clarence, IA 52216; cell: 563-357-4044; schroederangus@msn.com • **Darrell Silveira**, PO Box 37, Firebaugh, CA 93622; cell: 559-217-1504; silveirabros@msn.com • **Jim Sitz**, 9100 U.S. Hwy. 91 N., Dillon, MT 59725; cell: 406-925-9888; jimsitz1@gmail.com

Terms expiring in 2015— **Charlie Boyd II**, 6077 Helena Rd., Mayslick, KY 41055-8717; cell: 606-584-5194; cboyd2@maysvilleky.net • **Scott Foster**, 11893 M 140, Niles, MI 49120; cell: 269-208-6470; sfostersrf@gmail.com • **Phil Howell**, 729 W. Washington St., PO Box 442, Winchester,

IN 47394; cell: 765-546-0838; dochowell765@aol.com • **Vaughn Meyer**, 15571 Sorum Rd., Reva, SD 57651; home: 605-866-4426; sdangus@sdplains.com • **Don Schiefelbein**, 34897 717th Ave., Kimball, MN 55353; cell: 303-324-5149; dschiefel@meltel.net

Industry appointments— **Dwight 'Kip' Palmer**, Palmer Food Services, 900 Jefferson Rd., Rochester, NY 14623; office: 585-424-3210; kpalm@palmerfoods.com • **AGI Board**, **Dr. Larry Kuehn**, U.S. Meat Animal Research Center, P.O. Box 166, Clay Center, NE 68933; office: 402-762-4352; larry.kuehn@ars.usda.gov • **Foundation Board**, **Laurie Widdowson**, 15175 U.S. Hwy. 30, Lodgepole, NE 69149; cell: 308-249-0205; laurie@sandpointcattle.com

ADMINISTRATIVE STAFF

Bryce Schumann, CEO; **Diane Strahm**, executive administrative assistant; **Bill Bowman**, COO and AGI president; **Rich Wilson**, CFO; **Milford Jenkins**, Angus Foundation president; **Terry Cotton**, API president; **John Stika**, CAB LLC president

DEPARTMENTAL STAFF

Lou Ann Adams, director of information systems; **Crystal Albers**, assistant director of communications & web editor; **Katie Allen**, director of marketing and public relations for the Angus Foundation; **Tonya Amen**, director of genetic services; **Bill Bowman**, director of performance programs; **Eric Grant**, director of public relations; **Scott Johnson**, director of AIMS; **Don Laughlin**, director of member services; **Kenny Miller**, director of finance; **Sally Northcutt**, director of genetic research; **Robin Ruff**, director of junior activities; **Chris Stallo**, assistant director of information systems; **Shelia Stannard**, director of activities & events; **Jena Thompson**, assistant director of public relations



