



Movin' Forward

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

Provide solutions

During the Cattle-Fax Outlook Seminar at the 2009 Cattle Industry Annual Convention in Phoenix, Ariz., Cattle-Fax Chief Executive Officer (CEO) Randy Blach told producers in attendance that the biggest challenge for 2009 would be attitude.

Feedyard woes

It was sobering to hear the financial losses the feeding industry has dealt with in the past year. Fed-cattle losses neared an average of \$130 per head in 2008. Blach called those losses the most severe feeding losses in 30 years.

These mounting losses in the feeding sector ultimately affect all other sectors in the beef production chain. Losses in the feeding sector move down the production chain by way of lower prices offered for feeder cattle and calves for placement into feedyards. These lower prices reflect lower demand and reduced prices for seedstock producers.

Well, as the saying goes, you're either part of the solution or part of the problem.

Angus breeders, through their dedication to submitting performance and genetic information to Angus Herd Improvement Records (AHIR®), can offer seedstock with predictable performance across the broadest array of traits of economic relevance.

Opportunity

In the midst of the discussion, I couldn't help but think of what we as a breed have to offer the industry in terms of a solution.

It can cost the same (or more) to feed an average animal as it does one that can garner premiums. Feeders understand that, as they have shown with their checkbooks.

In the "Here's the Premium" study reported in the February 2009 *Angus Beef Bulletin* (see pages 106-107), premiums on Angus-based steer calves set a 10-year record in fall 2008 — despite a sagging economy

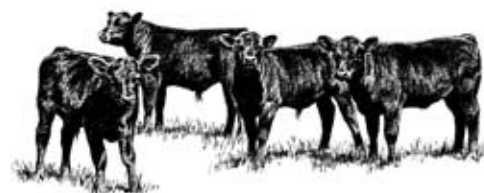
and slumping prices for commodity calves. The ongoing study was initiated by Certified Angus Beef LLC (CAB) in 1999 to compare prices of Angus vs. non-Angus calves and feeders sold at auction across the country.

When your financial future is at stake, who wants to take chances? Angus breeders, through their dedication to submitting performance and genetic information to Angus Herd Improvement Records (AHIR®), can offer

seedstock with predictable performance across the broadest array of traits of economic relevance.

Those performance predictions are backed by the largest database of information in the country, and we are expanding and refining that database for the benefit of the membership and their customers every day.

As Blach said in Phoenix, "We've had hard times before. This is a difficult time, but we'll get through it." The Angus breed and Angus producers will be a big part of the solution.



AMERICAN ANGUS ASSOCIATION®

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