



Movin' Forward

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

Back to the basics

New York's Allan Ryan, who served as our president in 1965, came up with a powerful message in the late 1950s to promote Angus cattle: "They're worth more if they're black."

Renewed commitment

The Association successfully used this theme for several years, and even though Angus' share of the market has continued to grow since that time, demand for Angus feeder cattle is greater than what the commercial industry can produce.

Seventy-five percent of 2,300 new Association members became Angus breeders because of the "value of Angus in the marketplace."

A nine-year study of 3.3 million head of cattle sold on Superior Livestock Auction shows Angus calves consistently brought more money than calves of other breeds — about \$16 per head more than English-Continental crosses and \$45 per head more than "eared" cattle.

The reasons are simple. Black calves

are worth more because consumers prefer a quality eating experience.

In fact, Certified Angus Beef LLC (CAB), which will set an all-time production record this year (despite the downturn in the economy), is faced with one significant challenge: It needs more Angus cattle to meet demand.

This is an enviable position to find ourselves in, but one we shouldn't take for granted.

During the next six months, we will be working harder than ever before to remind the commercial industry of the economic advantages of Angus cattle.

Our national advertising campaign will drive home the message — as we did in the late 1950s — that Angus cattle are worth more — across all industry sectors.

Same message, better tools

Underpinning this effort will be a stepped up commitment on the part of the Association to equip individual breeders with the tools not only to improve quality of beef, but also the productivity of our breed.



Our partnership with Igenity® — through the Igenity profile for Angus — will soon enable all Angus breeders with the ability to use genomic-enhanced expected progeny differences (EPDs).

The technology no doubt will help Angus breeders, no matter the size of their herds, to make more precise genetic improvements in a much more rapid manner.

That's good news for all of us — and a tremendous competitive advantage for Angus cattle in the marketplace.

For more than 50 years, the Association has worked hard at adding value to Angus seedstock and commercial Angus cattle. I think it would be hard to find any other cattle organization in the country that's invested more in improving the economic position of its members.

Looking back, it's ironic that the message of the 1950s still holds true today. Not many products, companies or organizations can make that claim.

And yet, when you think about Allan Ryan's simple but direct slogan, it continues to resonate across the pastures of America.

And that's the power of Angus.

