



Movin' Forward

by **BRYCE SCHUMANN**, CEO, American Angus Association

New horizons

The first quarter of fiscal year 2015 spells unlimited possibilities for the Angus breed.

The numbers

The nearly 25,000 members who comprise the American Angus Association came off of an outstanding 2014 fiscal year (FY) this fall. Fiscal performance exceeded all expectations on nearly every front, from an increase in registrations, to record-breaking sales of *Certified Angus Beef*® (CAB®) brand product, to the most sales revenue ever reported for Angus seedstock: \$326 million.

It was an excellent year for our breed as demand outpaced supply, and consumers continued to ask for quality Angus beef.

I'm happy to report that these trends have accelerated in the first quarter of FY 2015, which began Oct. 1, 2014, and the breed is on an early pace to potentially exceed last year's performance.

December registrations alone were

44,194, the eighth best month in our history and the best December on record. Year to date, total registrations for registered-Angus seedstock grew 10%; that's an increase of 10,000 more animals in our registry. These numbers were achieved with more people raising registered-Angus genetics.

Since October, memberships have grown 31%, and junior memberships have increased by more than 9%.

Bottom line

Last year, Angus breeders saw more revenue for their registered-Angus seedstock than at any other time in our history — except, that is, for FY 2015.

In FY 2014, breeders earned \$61.5 million more in revenue than the year prior, doubling revenue per sale since 2010.

Encouragingly, breeders show no signs of slowing down. Sales gross topped \$114,712,900 from October through December, up 40% from the same time period last year. Bulls averaged \$6,445, up more than \$1,700

per head on nearly 8,000 bulls sold at auctions reported to the Association in that time period, representing an increase in volume of more than 1,100 head.

Female sales also reflected increased demand. Females averaged \$5,385 per head, up more than \$1,600 per head in value — a whopping 46% increase.

Technology & demand

Angus cattlemen continue to reap the rewards of genomic technology. In FY 2014, genomic testing increased by 32%, and the fourth recalibration last September was conducted on 57,000 animals, an increase of 47%. That indicated increased emphasis on genomic information that offers increased reliability and predictability for performance testing, parentage verification and genetic defect testing.

It's an emphasis that's seeing significant growth thus far this year. Angus Genetics Inc. (AGI) reports genomic testing in the first quarter grew by more than 56%.

Meanwhile, breeders and their commercial customers continue to rely on Angus Productions Inc. (API) to access the latest news and information from Angus headquarters and a marketing platform for Angus genetics. The February 2015 issue of the *Angus Journal*, for example, was the largest in modern history for the month of February.

Coming off a banner year that generated sales of more than 882 million pounds of CAB-brand product, the Association's branded-beef company continues to perform well in the first quarter, despite lower overall cattle inventories.

Likewise, the Angus Foundation reports continued investment from Angus breeders, friends and allied industry as it raises funds for youth, education and research initiatives. Last year, the 501(c)(3) entity raised nearly \$2.5 million in revenue and distributed more than \$254,000 in scholarships.



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