



Movin' Forward

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

An enviable position

As a cattleman, you likely attended a few bull sales this past spring. You surveyed the numbers, assessed your cow herd needs and — when all was said and done — came home with the right bull for your operation. Chances are, that bull was Angus. Facts are, you're not alone.

Market share

More and more of America's cattle producers are choosing to purchase Angus bulls. While the nation's cow herd turned predominantly black some time ago, recent data from *BEEF* magazine's February issue suggest the makeup of the nation's cow herd continues to trend toward high-percentage or straightbred British genetics.

The survey, garnered from more than 830 responses, showed the percentage of producers classifying their herds as high-percentage or straightbred British increased from 47.4% in 2010 to 52.3% in 2014.

That points to an increasing commitment among U.S. producers toward quality-focused herds better

capable of achieving market premiums and meeting a growing consumer demand for better quality beef.

The Angus breed remains a proven key to achieving those targets.

Nearly 67% of respondents reported the last bull they purchased was Angus. Even better, nearly 87% said they do not plan to shift the genetic makeup of their cow herd in the next five years. Of those who do plan to change genetics, 51% said they plan to increase the percentage of British genetics.

Clearly, the business breed is doing its job. The survey results point toward an increasing commitment to the genetic makeup of the nation's cow herd — a cow herd composed of mostly Angus genetics.

Certified Angus Beef LLC (CAB) is driving much of that commitment in the form of market premiums for cattle earning the *Certified Angus Beef*® (CAB®) brand.

Results from a biennial survey released in January show CAB-licensed packers awarded \$47 million in grid premiums



PHOTO BY SHAUNA ROSE HERMEL

in 2013 — more than double the \$22.9 million paid in 2010.

More than double.

That's not a misprint or a fluke. Kansas State University research demonstrates the pull-through from consumers.

Study results show demand for CAB brand product is up nearly 80% since 2005, compared to a meager 3% bump for commodity Choice. In addition, CAB set its seventh consecutive sales record

in the last fiscal year, selling 865 million pounds.

Any of these points taken individually is impressive; together, they speak for the breed.

Chances are, your competition has noticed your enviable position as an Angus producer. With a national cattle herd poised for growth, facts are, it will stay that way.



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