



# Movin' Forward

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

## Progress report

As I submit this column, we are a few short weeks from the end of our fiscal year end and there are positive indications for the American Angus Association and its members.

### Demand driver

Fiscal year (FY) 2014 is shaping up to be an excellent year for the demand for registered-Angus cattle, which demonstrates the strength of our breed and the value the industry places on registered-Angus genetics. Prices and volume of registered-Angus cattle are increasing.

Consider this: Gross sales at public auction of Angus cattle for the first 11 months of the year are more than \$315 million. This is the first time in the history of our breed that gross sales have exceeded \$300 million, and it represents an increase of \$59.3 million in gross receipts over last year.

If we consider registered-Angus bull sales as a strong barometer of commercial demand, business is thriving for Angus breeders. Average bull prices have increased \$575 per head compared

to last year, with an average of \$4,967 per head.

Volume of registered-Angus bulls sold has also increased, with more than 43,000 Angus bulls sold at public auction in FY 2014. That's almost 3,200 more bulls sold this year vs. the same time period in FY 2013.

The ability to increase price and volume simultaneously represents a growing demand for registered-Angus bulls. After 11 months in FY 2014, registrations, transfers, weights and artificial insemination (AI) certificates are running ahead of last year. This is an amazing statistic when we consider that the beef cattle industry is at a 50-year low in inventory.

### Quality revolution

Certified Angus Beef LLC (CAB) is projecting another record year with 880 million pounds (lb.) of projected sales in *Certified Angus Beef*® (CAB®) brand product in FY 2014 — an increase of 15 million lb.

This is being accomplished with 4% fewer fed-cattle harvested, year to date,

and with record beef prices. It also represents the impact high-quality Angus genetics are having on the nation's cow herd, given certification is on record pace with a 25.7% CAB acceptance rate for the fiscal year.

Just as impressive is that higher-quality products have shown demand resiliency even as we're producing a higher percentage of quality than ever before, pointing to growing demand for quality Angus beef among consumers.

### Continued expansion

Moving forward, we must press harder in new areas and with new technologies to remain the industry leader in beef cattle genetics.

Our fourth genomic recalibration, which was recently completed, is just a small step in that direction.

The future will require the incorporation of additional traits in our index values, traits such as feed intake and reproduction. While intake data are more difficult to gather, members already gather breeding and culling records that offer opportunities to make progress in these areas.

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I encourage all of you to make the commitment to submit your breeding and culling records through the MaternalPlus® program, the Association's inventory-based reporting system. These records will form the foundation for the next generation of economically relevant measures in our ever-advancing, weekly national cattle evaluation.

This is a competitive industry, and the future will require a commitment to adapt and feed the demand in order to remain successful.



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