

# Association Posts Banner Year



PHOTO BY KASEY BROWN

## American Angus Association year-end figures show strong growth for the breed.

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Driven by a quality-focused market, the nation's Angus breeders are enjoying one of the most successful years on record, according to year-end figures released from the American Angus Association. During fiscal year 2015, sale averages for Angus genetics soared, total registrations grew and the *Certified Angus Beef*® (CAB®) brand achieved its ninth consecutive year of record sales.

"No doubt, it's a profitable time to be in the cattle business, but it's also an even better time to be involved with the Angus breed," says Rich Wilson, the Association's chief financial officer. "Progressive breeders across the Angus business are continuing to offer premium genetics that command attention in the marketplace."

The membership organization reports registered-Angus bulls averaged more than \$6,700 per head in fiscal year 2015, which ran Oct. 1, 2014, to Sept. 30, 2015. That's a 35% increase of more than \$1,500 per head from the prior fiscal year. Sales of registered-Angus females reported to the Association averaged \$5,300 per head, an increase of more than 45%.

On average, buyers paid about 35% more for registered-Angus genetics in 2015 than they did during the prior fiscal year, with nearly \$110 million in additional gross revenue reported for registered-Angus breeders. Total gross sales reported

to the Association eclipsed \$437 million — the highest ever reported in the organization's 132-year history.

"The profitability the breed has experienced in fiscal year 2015 is a reflection of the demand strength for

Angus genetics within the commercial cattle industry, as well as a call from consumers for high-quality beef," Wilson says.

Across the board, nearly all business metrics point to the breed's most successful

**Table 1: Registrations categorized by number of animals recorded per member**

13,857 members registered 320,266\* animals.

Animals registered per member	% of animals recorded by category	No. of members in category	% of membership in category
1-10	9.99	8,794	63.46
11-19	7.90	1,762	12.72
20-49	17.88	1,866	13.47
50-99	17.21	787	5.68
≥100	46.99	648	4.68

\*An additional 96 nonmember imports were registered for a total of 320,362 animals registered.

**Table 2: Total active memberships, by type**

Membership type	No. members
Active life	1,887
Active life NT	104
Active regular	16,073
Active junior	4,883
Active transfer life	891
Active transfer regular	1,211
Active nonresident	46
<b>Total:</b>	<b>25,095</b>

**Table 3: Registrations and transfers processed by animal type**

	No. of registrations*	% of registrations	No. of transfers	% of transfers
Cows	170,096	53.09	72,295	45.17
Bulls	149,304	46.60	87,106	54.42
Steers	962	0.31	662	0.41
<b>Total</b>	<b>320,362</b>		<b>160,063</b>	

\*Of 320,362 registrations, 139,272 (43.47%) were stored electronically.

**Source:** American Angus Association Record of Business, 2015.

**Digital extras**

CFO Rich Wilson discusses the Association's year-end report on *The Angus Report*, available online at [https://www.youtube.com/watch?v=0gpMC1R\\_P0s](https://www.youtube.com/watch?v=0gpMC1R_P0s).



The American Angus Association's *FY 2015 Annual Report* is available at [http://www.angusjournal.com/salebooks/annualreport\\_2015/](http://www.angusjournal.com/salebooks/annualreport_2015/).

Total revenue reached \$11.3 million toward investments in education, youth and research initiatives. The Angus Foundation presented 136 scholarships in fiscal year 2015, totaling more than \$276,000.

Finally, Angus Productions Inc. (API) experienced growth in its Angus Media outlets, with increases in page counts, circulation and viewership, and expanding

marketing capabilities for breeders to reach ever-increasing audiences. The *Angus Journal* magazine, owned by the Association for more than 35 years, experienced a 12% increase in page counts, year over year, delivering more award-winning news content and advertising than before.

"We're certainly proud of our 25,000-plus members across the country and what

they are doing to keep the Angus breed at the industry forefront," Wilson says. "With their continued confidence, the best is yet to come."

For more year-end highlights from the American Angus Association, access the organization's annual report or visit the website at [www.angus.org](http://www.angus.org).



year in recent history. Total assets for the organization reached more than \$55 million.

Registrations, at 320,362 animals, increased 7.4% over the previous year, representing the largest growth since the economic downturn of 2008. Of calves registered, 53% were produced by artificial insemination (AI), and embryo transfer (ET) calves represented 11% of total registrations in fiscal year 2015.

**Leading the beef business**

The commitment to performance records continues alongside the growth of genomic technologies. More members submitted more records in 2015, with a 3% jump in total weights received. Meanwhile, the number of animals genomically tested through Angus Genetics Inc. (AGI) more than doubled, thanks largely to the introduction of low-density (LD) tests that provide a cost-effective option for DNA analysis. Angus cattle that have been genomically tested represent about 24% of all animals in the expansive breed registry.

Pull-through demand from beef consumers worldwide continues to strengthen and bring value back to the ranch. Certified Angus Beef LLC (CAB) brand partners sold 896 million lb. of CAB brand product in fiscal year 2015 — achieving the ninth consecutive year of record sales. All-time-high brand acceptance rates, at 27.5%, reached this year indicate the increasing value of Angus genetics amongst producers.

The nonprofit arm of the American Angus Association, the Angus Foundation marked its 35th anniversary with its best year on record.