



The Front Gate

by **ALLEN MOCZYGEMBA**, CEO, American Angus Association

What's next for The Business Breed?

The American Angus Association Long-Range Strategic Plan (LRSP) sets the breed's course for the next three years, with the commercial Angus business among front-and-center priorities.

The plan, which you'll find included in this issue, represents the most comprehensive and far-reaching effort of its kind ever developed for the Association. It's based on months of extensive research and input from all sectors of the beef industry, including significant feedback from commercial cattlemen and women who use registered Angus genetics.

The process revealed a clear picture of both the challenges and opportunities for the Association and its seedstock members in meeting the needs of customers in a rapidly evolving environment.

We heard over and over from industry partners and key opinion leaders that the commercial segment needs better tools to manage genetic data and herd health programs, as well as herds as a whole.

We were also repeatedly reminded that the Angus brand and leadership position could be used to bridge the disconnect between the fed-cattle and seedstock segments — to develop programs that tie feeder calves back to Angus genetics, for example.

Association members echoed that feedback. Survey responses show members raising registered Angus seedstock are keenly aware of the importance of the commercial sector to the future of the breed. In fact, 60% of members surveyed are in favor of the Association increasing its emphasis on commercial programs. It's clear: the business success of our membership is directly tied to your success.

Looking forward

Armed with valuable input, the Association Board of Directors and staff underwent tireless deliberation and thoughtful discussion to arrive at an LRSP that focuses on defining the long-term interests of the organization.

In considering the plan, each Board member understood the need for serious, strategic decisions, and the obligation to members and the industry to make those decisions at the right time.

That's a staple of the Association's illustrious history: leaders who have made the right decisions at the right time in the face of advancements like the Angus Herd Improvement Records (AHIR[®]) system, establishing the *Certified Angus Beef*[®] (CAB[®]) brand and purchasing the *Angus Journal*, among others.

The LRSP provides that forward-leaning mindset within five core areas of focus: Industry Leadership, Genetics, Commercial Programs, Research and Product (CAB). Within the five areas are a total of 21 strategies that will guide us in accomplishing the goals outlined in the LRSP.

For the commercial sector, that means exploring areas such as a feeder-

calf program built upon the use of registered-Angus bulls; an educational campaign that reinforces the value of registered-Angus bulls; a mobile

recordkeeping system; and information-sharing alliances to further drive premiums.

All of these possibilities are things we plan to explore

and implement in the next three years. While some of the strategies will be enacted quickly in the next few months, others will take time. However, while the LRSP has a life span of three years, the execution of the strategic decisions will, in many cases, be felt for decades.

I encourage you to read through the plan. Consider the decisions that were made and the possibilities of the breed as we work to create even greater opportunities for your families and Angus operations. The potential is endless, and the time is right.



ANGUS
THE BUSINESS BREED

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