

# ANGUS

THE BUSINESS BREED

June 6, 2024

American Angus Association Members,

The American Angus Association® Board of Directors met June 3 to 6, in Oklahoma City, OK, where we discussed a wide variety of topics important to the membership.

We heard about the important updates made to the National Cattle Evaluation and Sire Evaluation Report in May. As we do annually, we updated economic assumptions driving the Association's \$Values, along with a core update to improve run times and efficiency. This change also included enhancements to the carcass model and its genetic parameters, including heritability estimates and genetic correlations. We're fortunate to have expert researchers on staff to continually improve our evaluation tools.

Our organization remains in solid financial position, with registrations being up over last year. Each entity is performing ahead of budget and is on pace to finish the financial year, ending Sept. 30, in a positive financial position.

The Association continues to encourage data collection and enrollment in Inventory Reporting and MaternalPlus®. To date, data collection is up 1% overall, and increases are as high as 38% feed efficiency and up around 14% for teat and udder scores. There was a recent update to the MaternalPlus® logo that includes the word "Herd" to denote that the animal comes from a herd meeting the data submission standards for the program.

Perhaps the most exciting growth happening in Angus right now relates to AngusLink<sup>SM</sup>. Last month, we announced a new Genetic Merit Scorecard grid premium being offered by National Beef and U.S. Premium Beef. In addition, we plan to add a maternal score to the Scorecard in June. Both announcements have received widespread attention and we continue to see tremendous growth in enrollments. These advancements are reinforcing our bull buyers' decision to invest in registered Angus genetics.

In today's world, we know members expect the ability to conduct business online. We continue to make improvements and we are in the process of working on an online membership application to make it easier for members to apply. We are anxiously awaiting the launch of our updated Angus.org website and BEEF Academy this summer. The board saw a sneak peek of both projects and I'm sure you will be happy with the improved usability of the website. BEEF Academy promises to have a broad impact and be a great tool for young cattlemen to learn more about the industry.

The digital advertising landscape changes constantly and we heard updates to Angus Media's process as well as potential new products on the horizon. We are fortunate to have advertising products backed by first-party data and provide a competitive advantage to our members. We enjoyed spending time with our new Angus Media President Benjie Lemon as he prepares to officially start later this month.

Staff shared an update on a regional virtual meeting series planned for this summer. They will provide an opportunity for member feedback on research EPDs. Watch your email and the website for a schedule of these meetings.

The gene editing space is continually changing and as a board we're monitoring those

changes. We learned about new FDA guidance documents that are being proposed to the gene edit process and we also looked at consumer acceptance research. Our goal is to continue to learn as the industry evolves.

We also discussed the numbers of owners allowed on a registration certificate and made no changes to the current limit of three. We also approved small wording changes to rules 104 and 202 relating to genetic testing for embryo transfer calves.

A few outside speakers also contributed to our board meetings this week. We heard a member presentation on a proposed research project with U.S. Department of Agriculture. We will continue to evaluate whether there are mutual benefits for both USDA and the Association members.

Dale Woerner, Ph.D from Texas Tech shared his red meat yield research. As he pointed out, the system we currently use measuring rib eye area and fat thickness was created in 1960. While the best system at the time, today the industry is looking at ways the entire carcass and potentially live animals could be evaluated to make more accurate predictions with technology like 3D imaging. Certified Angus Beef continues to take a leadership position in industry groups working on this issue, and we will continue to evaluate how these advancements could improve our genetic evaluation.

The Association was invited to participate in the Producer Profitability Initiative, a collaborative effort by several beef industry organizations focused on mutually beneficial topics. We recognize how important it is for the beef industry to work together as much as possible and look forward to learning more about this initiative.

Our June board meetings are also the time when we begin to think about the board elections in November. Two of our current board members, Mark Ahearn and Darrell Stevenson, declared their candidacy for Treasurer of the board. We appointed Landi McFarland-Livingston, from Iowa, and Bill Bowman, from Missouri, to be the delegate election observers.

The board appreciates member feedback, so please feel free to reach out to ask questions or discuss any of these or other topics. For more in-depth discussion on many of these topics, listen to the most recent episode of *The Angus Conversation*.



Barry Pollard  
2023-24 President  
American Angus Association