

ANGUS LONG-RANGE OBJECTIVES

THE BUSINESS BREED

Our Mission

To provide programs, resources and leadership that improve and promote the Angus breed, enhance the livelihoods of family farmers and ranchers, and exceed consumers' expectations.



DRIVE BREED IMPROVEMENT

- Characterize maternal traits most relevant to commercial cow-calf success
- Characterize performance and carcass traits to keep Angus the preferred breed of feeders and packers
- Promote the value of a national cattle evaluation and produce the undisputed global currency for describing Angus genetics with selection tools for different environmental, management and marketing priorities
- Leverage non-traditional data sources for research and new selection tool development
- Direct and support research for advancing the Angus breed and the beef industry



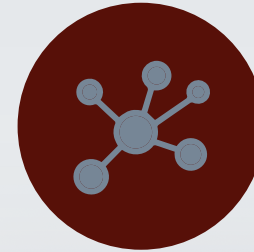
ENHANCE MEMBERSHIP EXPERIENCE AND SUCCESS

- Deliver innovative tools, programs, services, education and breed promotion that fit the diverse and changing needs and interests of members
- Provide members world-class customer service and support
- Develop leaders through innovative programs, activities and scholarships for youth and young adults
- Drive value and confidence in the registration certificate, Association data and selection tools, and registered Angus seedstock
- Provide opportunities for Angus fellowship and member interaction



FOSTER PROFITABILITY OF COMMERCIAL CATTLE PRODUCERS

- Enable success and profit for commercial beef producers with genetics that solve problems and add value
- Drive *Certified Angus Beef*® brand demand and communicate best management practices for capturing brand premiums
- Elevate sense of belonging to the Angus family
- Offer feeder cattle marketing programs that facilitate value discovery by documenting value and genetic merit



SERVE AS A TRUSTED INDUSTRY RESOURCE

- Employ the best and brightest team members who are committed to the successful future of Angus and the beef industry
- Offer innovative educational programming for industry stakeholders and members of all ages
- Be an industry resource of choice for science-based and industry-relevant beef production information and resources
- Deliver cutting-edge media, marketing and communication tools for Angus breeders
- Be a leading voice in beef genetic technology and improvement



GROW CONSUMER TRUST AND LOYALTY

- Grow CAB® sales and the network of brand partners across all business segments and product categories
- Grow supply and enhance transparency around CAB® brand production practices
- Identify and position the brand as an accessible, premium, everyday luxury
- Cultivate a richer, more personalized brand experience resulting in greater consumer loyalty
- Increase brand entrenchment and value among licensees