

ANGUS

THE BUSINESS BREED

November 2020

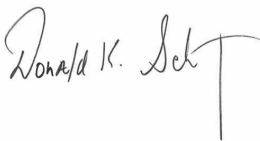
Dear Angus Members,

I want to report to you that the American Angus Association Board of Directors met in Kansas City, MO on November 7, 2020 prior to the 137th Annual Meeting. Below are the most critical topics we discussed.

- **American Angus Auxiliary.** President Gina Hope provided an excellent update of the successful year the Auxiliary had in 2020.
- **Haplotypes.** The AGI team presented an update on the research surrounding haplotypes. The final validation steps are proving to be challenging with the data we currently have available. We are seeking more detailed breeding data and embryo transplant records from members to advance the research.
- **Inventory Reporting in AHIR** - Staff shared the final rollout plans for the new inventory reporting option in AHIR. We are excited about this big step forward and the role it will have in strengthening our data and allowing us to build improved tools around maternal function and longevity.
- **Differentiation of AAA EPDs** – The board continued discussions on the need to differentiate the registered Angus bull from non-registered but genomically-tested bulls in the market. Staff presented some different ideas including the preliminary plans for a new national advertising campaign focusing on this differentiation.
- **AngusLink** – Staff presented an update on participation and results from the summer video sales. Not only were AngusLink enrollments up over 70% for the year, but the data shows a premium for Angus-sired calves of close to \$50 per head.

It was an honor to serve the membership of the American Angus Association and work with Mark McCully and the entire staff, along with this incredible board of directors. I am confident that the Association is positioned for continued greatness. Thanks to each of you for allowing me the opportunity to serve you.

Respectfully,



Donald K. Schiefelbein
President
American Angus Association