



ANGUS Advantages

The ANGUS Advantage

A life in the cattle business is filled with great challenges and great rewards. That holds true generation after generation. Since the days of wagon trains and dusty cow towns, ranchers have benefited from the value of productive cattle. And today, the opportunities for quality focused cattle producers have never been stronger.

The Angus breed has a storied history of providing the best possible cattle genetics to farmers and ranchers worldwide. Since 1873, people have looked to Angus to fulfill genetic requirements — calving ease, high growth, carcass value — that set the stage for a profitable cow herd.

The real advantage of the business breed is a combination of genetics, information, marketing and — most importantly — community. In the following pages, read about what makes Angus cattle unique and the role the American Angus Association® and its members play in the breed's nearly 150-year success story.

ANGUS

THE BUSINESS BREED

The proof is in the genetics. Angus cattle are known for traits that can make a real difference in cow herd profitability, including calving ease, marbling and growth. Farmers and ranchers who have raised Angus cattle for generations say the cattle are low-maintenance, adaptable and that their docile nature makes them unrivaled beef industry leaders.

It all starts with the Angus cow's strong maternal instincts,

superior milking capabilities and high fertility rates. The breed's docility, coupled with moderate size and fleshing ability, creates ideal mothers. Angus females also mature early, breed back quickly and have comparatively short gestation periods.

When calving season arrives, Angus cows are proven to make the process easier. The breed contributes low birth weights, and the Association offers a host

of tools that measure the genetic predictability of each registered animal. By analyzing calving ease direct expected progeny differences (EPDs) and birth weight records, producers can make selection decisions that improve calving on their specific operation.

The breed complements its calving ease with vigorous growth from birth to harvest. Their ability to produce a high-quality carcass, with increased marbling, puts Angus beef as the top choice for consumers.

Plus, the breed offers several convenience traits that save producers time



ANGUS the genetic advantage

and money. Angus cattle are naturally polled. The black pigment protects against cancer eye, a condition that affects other breeds, and protects against sunburned or snow-burned udders common to light-skinned breeds in certain parts of the country.



Since Angus cattle present a balanced genetic profile in terms of calving ease, growth and quality carcass merit, they are versatile animals that work well in both straightbreeding and crossbreeding programs. Scientific studies show that both are viable options; however, a straightbred Angus herd offers advantages in today's value-added marketplace.

Straightbreeding may also offer an easier management strategy. Straightbred Angus cows can provide ample milk and calving

ease, while steers earn top prices and achieve consistent, high performance in the feedlot and on the rail. Angus bulls can be used in a crossbreeding program to contribute low birth weights, as well as valuable maternal traits and moderate frame size to replacement heifers. Producers can also select Angus genetics for high-growth rates and carcass traits for terminal sires.

Producers are encouraged to think through their herd strategy when deciding on a straightbred versus crossbred approach.

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Success is in the details. Commitment to performance data has increasingly strengthened the power of Angus genetics over the years. The American Angus Association is home to the nation's largest beef cattle registry and breed database, which offers reliable tools for producers looking to improve their herds. It's built on years of records submitted by Angus breeders since 1958.

Throughout the year, producers submit herd information to the Association,



such as breeding, calving, weaning and yearling performance records, as well as carcass and ultrasound data. These records — along with ancestral data, DNA data and other performance measures — help set benchmarks that producers can use to better predict performance of future progeny and make informed decisions for their herd.

When first introduced, EPDs changed the way producers evaluated cattle. That evolution continues today, as EPDs incorporate DNA technology. These genomic-enhanced EPDs allow users of all herd sizes to compare animals in the Association's database, at any age and environment, and give breeders the information they need to improve genetics.

EPDs are typically expressed in units of measure, for the trait under review. Accuracy values explaining the reliability of each EPD are also available. The more information on an animal and its progeny, the more accurate his genetic evaluations.

In addition to EPDs, \$Values offer a simplified approach to genetic selection. These multi-trait selection indexes, expressed in dollars per head, combine multiple

ANGUS the information advantage

traits into one value and measure trade-offs for producers based on real-world economics. They are calculated using EPDs, industry-based economic values and other factors to tie genetic and economic components together.

Both EPDs and \$Value indexes are maintained through Beef Improvement Records, which is an Association program that assists both purebred and commercial cattle producers in making progress through specific genetic selection.

Registered Angus breeders who are serious about making genetic herd improvements can participate in the **Angus Herd Improvement Records** programs. The submitted records, including weights and measures, carcass and ultrasound data, are used in the Angus National Cattle Evaluation. The evaluation is updated weekly and posted online.

A record-keeping program aimed at improving cow herd efficiency is **MaternalPlus®**. The voluntary, inventory-based reporting system is designed to



capture additional reproductive trait data and to ultimately expand reproductive tools.

Commercial cattlemen who wish to record and submit performance data, regardless of breed composition, can use **Beef Record Services**. Records are summarized to reflect adjusted measures and ratios that assist producers in evaluating within-herd data and working toward a high-quality, marketable product.

Another tool for commercial cattlemen is the **GeneMax™** DNA test offered by Certified Angus Beef. GeneMax is a simple and affordable test that can be used for profitable selection, mating, marketing and management decisions in high-percentage Angus cattle sired by registered bulls.

Nowhere is the value of Angus genetics more evident than in the marketplace. As a producer, genetics and information are important, but there must also be steady demand for Angus cattle. Thanks to the breed's dedication to superior quality and commitment to consumer expectations, Angus has seen

premium markets and increasing demand. Seedstock Angus cattle consistently bring more at sale time, and the American Angus Association offers services that help farmers and ranchers market their product.

The AngusSource® Genetic program gives producers the opportunity to collect on the true value of their Angus-sired feeder

calves and replacement females. To be eligible, cattle must be sired by registered Angus bulls, born on the ranch of origin and have calving or breeding records to document group age. Once enrolled, calves are identified with official AngusSource Genetic tags. That communicates to potential buyers that the calves are bred to perform and worth the extra investment.



ANGUS the market advantage

The most visible Angus market advantage in the consumer arena is the *Certified Angus Beef*[®] brand. In grocery stores and restaurants across the globe, people are enjoying high-quality *Certified Angus Beef* products from the world's largest branded beef program.

The brand has nearly 16,000 licensed partners. They consist of feedlots — more than 80 percent of the U.S. and Canadian fed-cattle packing base — processors, distributors and exporters, and, finally, restaurants and grocers.

Quality beef demand also goes beyond U.S. borders: The brand is marketed in more than 40 countries.

Certified Angus Beef LLC works to develop a premium-quality beef supply while growing demand for registered Angus cattle. Certified Angus Beef tracks sales, works with licensed partners and executes innovative marketing programs that grow demand for the brand. Recent data suggest the brand generates more than \$28 million

per year in packer-paid premiums for cattle that meet brand specifications. This demand creates profit opportunities for producers who sell their high-quality finished cattle on value grids.

Licensed packers identify Angus-influenced cattle for evaluation in the cooler, where the best 20% to 25% are accepted for *Certified Angus Beef*. Licensed fabricators prepare product for distribution to retail, foodservice and international partners.

Certified Angus Beef tracks every pound of product from initial identification through sales to consumers, ensuring they receive genuine *Certified Angus Beef* brand products.

Through the support of *Certified Angus Beef* and its licensed partners, producers can further capitalize on the value created from the many Angus advantages.



A community is defined by its people. And behind every high-quality animal is a dedicated producer. The American Angus Association is made up of more than 25,000

members, all who contribute to the future success of the business breed. The opportunity to share knowledge, market cattle and build relationships is at the heart of the member-driven organization.

Members can connect inside and outside the showing during hundreds of Angus competitions across the country — but it's not all about the competition. The Association hosts several producer education programs, such as the Beef Leaders Institute or Cattlemen's Boot Camp events, which give farmers and ranchers the knowledge they need to improve their herds and to promote the entire beef industry.

For regional-specific considerations, Angus Regional Managers are located in 13 geographic areas across the country. Regional managers can



help locate Angus seedstock, answer questions and expand marketing opportunities.

To keep cattlemen and their customers up-to-date on the latest industry news and information, the Association also offers an extensive social media presence, as well as top-notch television programming through *I Am Angus*® and *The Angus Report*, both available on RFD-TV.

Likewise, Angus Productions Inc. (API) works to keep members and others informed of the latest in the Angus business through the *Angus Journal*, a monthly magazine for Angus breeders, as well as the *Angus Beef Bulletin*, a publication published five times per year and geared toward commercial users of Angus genetics. API also serves members by offering web design services and a variety of special project capabilities.

ANGUS the community advantage

Angus youth are also a considerable focus — they are the future of the business breed, and the Association takes great pride in preparing them for that role. The National Junior Angus Association (NJAA) hosts the National Junior Angus Show each summer, which is the premier event for junior members to build leadership and life skills, meet new friends and exhibit their cattle.

The American Angus Auxiliary gives those involved in the cattle industry a chance to promote the Angus breed and its people. The volunteer organization conducts professional and social events, while raising funds for scholarships and other youth programs. The Auxiliary is also dedicated to promoting Angus beef, and to supporting the Miss American Angus program.

While the Angus community touches nearly every state in the country, operations begin at its headquarters in Saint

Joseph, Mo. We invite you to visit the American Angus Association when you get a chance — to witness the dedication of our members, their commercial customers and the generations of cattlemen and women who have built the Angus Advantage.

For more information on the Association or to locate a regional manager in your area, visit www.angus.org.



ANGUS MEANS BUSINESS.

ANGUS
THE BUSINESS BREED

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