

ANGUS

THE BUSINESS BREED

Feb. 9, 2024

American Angus Association Members,

The American Angus Association® Board of Directors met on Feb. 5-8, in St. Joseph, MO where we discussed a wide variety of topics important to the membership.

- Rules and policies – The Member Services committee continued to discuss ways to elevate education and recommended best practices around parentage protocols, specifically for AI sires and donor dams. They further revised some language in the gene editing and foreign registration policies. Language was added to Rule 410 that clarified the Association’s role in protecting intellectual property. We discussed a member letter regarding the limits on the number of owners listed on a registration certificate.
- Enhancements to membership services were covered including paperless billing and auto dues renewal. We are seeing strong support for these newer options to make business transactions with the Association more convenient.
- We received updates on the progress of the enhancements to Angus.org as well as the building of the online learning module, BEEF Academy. We are excited about the progress and potential of both efforts. We also heard a report on the various promotional efforts driving the value of registered Angus seedstock.
- We discussed the winter shows and major industry events with Angus participation and the Events and Junior Activities committee made judge selections for upcoming shows.
- In the Angus Foundation board meeting we heard about the incredible support offered by both donors, bidders and buyers in the different Foundation events at Angus Convention, Cattleman’s Congress and National Western Stock Show.
- The Breed Improvement committee was busy covering many topics. A common discussion in the last several years has been how to recognize dedicated collectors of phenotypic data. The board decided to explore options to denote phenotypes listed on the pedigree that are included in the National Cattle Evaluation.
- We learned about the growing interest in breeder-nominated sires for the Structured Sire Evaluation program. We are putting an emphasis on locating more cooperator cowherds. If you know a commercial cattleman who artificially inseminates and retains ownership, I would encourage you to have them reach out to the Performance Programs department to explore their interest and qualifications.
- We discussed the World Angus Evaluation and user-requested improvements to the search capabilities, including percentile ranks.
- With the cumulative growth of both genotypes and phenotypes in our database, we discussed strategies to improve the efficiency and accuracy of the weekly evaluation. This included reviewing changes to how contemporary groups are established for heifer breeding records to improve accuracy. In May, we will implement the second Core update since implementing Single Step. The first update was completed in May of 2021.

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- During the AGI board meeting, we discussed the ongoing research around heart health, immune response, haplotypes affecting fertility and advancements in \$M, as well as progress on incorporating Angus \$Values into GeneMax® Advantage.
- The AngusLink program continues to show outstanding growth. The board got an update on the progress of adding a maternal value to the scorecard for groups of females. This feature should be available before the summer enrollment period.
- During the Angus Media board meeting we heard about the challenges with heavily altered animal photos and brought awareness to practices and procedures to maintain the integrity of our print and digital publications and services. We also got an update on the search process for a new Angus Media President.
- The Certified Angus Beef (CAB) staff reported on supply and the overall foodservice and retail demand picture. We also heard about CAB's work on the industry red meat task force and instrument grading advancements. Though high prices influence how often the brand is featured at retail, brand demand is strong and the premiums on CAB over Choice continue record large.

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