**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
- Be the global leader in Angus genetic evaluation and in delivering selection tools for different environmental, management and marketing priorities
- Develop tools that better facilitate the selection of optimum production levels
- Validate genetic predictions in commercial settings
- Characterize performance and carcass traits to keep Angus the preferred breed of feeders and packers

**Enhance Membership Experience and Success**
- Elevate awareness, understanding and confidence in Angus programs and services
- Provide opportunities for Angus fellowship and breeder interaction
- Develop leaders through innovative programs, activities and scholarships for youth and young adults
- Deliver world-class customer service and value to the membership
- Deliver innovative tools, programs, services and education that fit the diverse and changing needs and interests of the membership

**Foster Profitability of Commercial Cattle Producers**
- Drive success and profit for the commercial cow-calf producer with genetics that solve problems and add value
- Offer marketing programs that communicate value and genetic merit, ultimately facilitating value discovery
- Foster data sharing throughout the production system to improve user success, and direct and support breed improvement
- Be a leader in supply chain coordination, connecting genetic information with management and marketing priorities
- Elevate sense of belonging to the Angus family

**Serve as a Trusted Industry Resource**
- Be the resource of choice for industry stakeholders regarding science-based and industry-tested beef production solutions
- Be a leading voice in genetic improvement and technology
- Offer relevant educational programming to match a diverse member and stakeholder base
- Deliver cutting-edge media, marketing and communications tools
- Secure and steward resources for long-term Association stability

**Grow Consumer Trust and Loyalty**
- Drive global demand by delivering a consistent, high-quality, premium beef eating experience in a sustainable way
- Develop brand fanatics
- Strengthen confidence through a more transparent, consumer-driven supply chain
- Drive innovation to adapt to changing consumer preferences and behaviors
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