

ANGUS

THE BUSINESS BREED

Nov. 6, 2023

American Angus Association Members,

The American Angus Association Board of Directors met on Nov. 3 and 6, in Orlando, FL, in conjunction with the 2023 Angus Convention and the 140th Annual Convention of Delegates. Below are the most significant topics of discussion in those two meetings.

Fiscal Year 2023 financial review: The board received fiscal year end numbers and for the ninth consecutive year, we registered over 300,000 head. We reviewed the financials and are pleased to report the Association and all its entities are on solid financial footing. A continual discussion surrounds the submission of phenotypic data and it was encouraging to learn members submitted over a million weights and measures, keeping our database one of our strongest assets.

American Angus Auxiliary year in review: Julie Conover, Auxiliary president, shared the important work the group has done over the last year, including where opportunity for growth and influence lie in the future. The board is always appreciative of the great work the Auxiliary does on behalf of Angus breeders.

Angus Convention future sites and dates: We discussed potential future convention sites and dates, keeping in mind member feedback, past attendance and wishes to specifically consider Louisville, KY.

Update on World Angus Evaluation (WAE) and Functional Longevity (FL) research EPD: The launch of both the WAE and FL research EPD were successful last month. The WAE has been positively accepted by our members, particularly because of the inclusion of additional phenotypic data. Those enrolled in Inventory Reporting now have access to the FL research EPD and we are anxious to hear feedback on their evaluation of the new tool.

Update on activities of the Red Angus Association of America including the Genetic Merit Pricing Task Force and efforts to convince USDA to force all Angus branded beef programs to accept Red Angus cattle: We discussed current and past initiatives aimed at devaluing black-hided cattle in the market place and altering how Angus cattle are identified at the packing plant. As a board we are committed to protecting the 45 years of work and financial investment in building the *Certified Angus Beef*[®] brand and supporting its mission to build demand for our membership.

Appointment of committees, entity boards:

New board members: During the 140th Annual Convention of Delegates, members elected five cattlemen to serve on the board of directors for the next three years. Re-elected to the board for a second term are Mark Ahearn, Smitty Lamb, Charles Mogck, Darrell Stevenson and Jerry Theis. Barry Pollard was elected president and chairman of the Association and Jonathan Perry was elected vice president and vice chairman. Jim Brinkley will serve as treasurer in the coming year.

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Appointment of committees, entity boards:

Chairmen of the entity board were also elected:

- **Certified Angus Beef:** Mark Ahearn
- **Angus Media:** Jonathan Perry
- **Angus Foundation:** Alan Mead
- **AGI:** Smitty Lamb

Thank you for your interest and feedback on these important topics for the Angus breed and Association members. Feel free to reach out to us or any member of the board with your questions.

Respectfully,



Chuck Grove
2022-23 President
American Angus Association



Barry Pollard
2023-24 President
American Angus Association