

# 2018 NIAA Strategy Forum on Livestock Traceability



# Known as The Business Breed, the American Angus Association is the world's largest beef breed association

- Today, the organization represents more than 25,000 members across the country, and holds records on more than 20 million animals. In Fiscal Year 2017 we registered more than 333,000 animals and on track to meet or exceed that number for FY 2018.
- American Angus Association is the parent organization for its four entities: Angus Foundation, Angus Genetics, Angus Media and Certified Angus Beef
- Approximately 250 employees work for the various entities of the Association.



**ANGUS MEDIA**



**ANGUS**  
THE BUSINESS BREED

# Data is the backbone of the Business Breed.

8.3M birth weights  
4.4M post-weaning gain records  
119K carcass records  
22K individual intake records  
69K heifer pregnancy observations  
533K Genotypes

8.9M weaning weights  
1.6M heifer calving ease scores  
2.1M ultrasound records  
281K docility scores  
213K mature cow weights  
As of 8-13-18

- AGI provides genetic services to other breed Associations including Canadian Angus, Charolais, Senepol and Maine-Anjou.
- Currently AGI publishes 18 EPD's and 5 \$ Value Indexes with additional traits under development including foot structure, attitude tolerance (PAP), tenderness, fertility, health, hair shedding and udder traits



# In 2016 the Association announced an ambitious Long Range Strategic Plan to serve as its roadmap

## LRSP OVERVIEW

- Information and insight was gathered from across all segments of the beef industry
- Focus groups, market research, market analysis and member input contributed to the development of the LRSP
- Five areas of focus were identified by the Board of Directors: Genetics, Commercial Segment, Leadership, Product and Research
- Within the five areas of focus, twenty-one strategies were developed to propel the Association into the future



# American Angus Association's Long-Range Strategic Plan

Leadership

Genetics

Commercial Programs

Product

Research

## Goal

Create a comprehensive commercial program that drives the cow-calf market and fed cattle sectors.





# American Angus Association's Long-Range Strategic Plan

Leadership

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## Strategies

1. Create a feeder calf program that is built on the use of Registered Angus bulls that ties calves back to superior Angus genetics.
2. Create an easy to use mobile platform record keeping system that can utilized by both members and non members.

# How is the best way deliver value to multiple segments of the industry?

Increase and link the use of Angus genetics in the commercial sector to profitable feeder calves.



Provide comprehensive, cost effective, value added programs to progressive commercial cattlemen.

The Association offers commercial cattle producers programs that add value to their cattle operations

**ANGUS**LINK

CATTLE GENETICS VERIFIED

**ANGUS**SOURCE®

VALUE ADDED PROGRAMS

- ✓ Customizable Marketing Certificate
  - ✓ Online search dashboard
- ✓ Bi-weekly email sent to +800 perspective buyers

- ✓ 3 Genetic Scores
  - Beef Score
  - Feedlot Performance Score
  - Grid Score
- ✓ Online Enrollment
- ✓ Signed Declaration
- ✓ Visual Tag

- ✓ 5 USDA Process Verifications
  - Age & Source
  - NHTC
  - NE3 (Verified Natural)
  - Cattle Care & Handling
  - Calf Management
- ✓ Manual Enrollment
- ✓ 3<sup>rd</sup> Party Audit
- ✓ EID Tag



Angus Black Book mobile app will facilitate data collection to expedite enrollment.

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CATTLE GENETICS VERIFIED

**ANGUS**SOURCE®  
VALUE ADDED PROGRAMS



But more importantly provide a platform to producers to collect valuable data points in their operation to make the best possible management decisions.

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PROCESS VERIFIED PROGRAMS

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**Thank You**

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