

Growth Continues In Fiscal 2000 For American Angus Association

The American Angus Association's 2000 fiscal year, which ended September 30, showed growth in nearly every area of business for the Association and its entities, which include Angus Productions Inc. and Certified Angus Beef (CAB), LLC. Registrations of Angus cattle increased by nearly four percent from the previous year and CAB estimates more than half a billion pounds of product sold.

"This 14th consecutive year of growth in business for the association is another indicator of the increasing presence of Angus genetics in this industry," says Richard L. Spader, executive vice president of the Association in St. Joseph, Mo. "Cattlemen and consumers are both looking for the high quality product they get with Angus genetics and Certified Angus Beef™ products, and our breeders are ready to deliver."

Registrations of Angus cattle reached 271,222, an increase of 3.95 percent and a 25-year high for the Association. Transfers for the year, which represent sales of cattle to new owners, were up at 169,232, an 11.79 percent increase.

The increase in business at the association was reconfirmed with higher average selling prices of Angus cattle across the nation. Reported figures include a total of 593 Angus sales, including consignment, production and dispersal, that were attended by regional managers representing the Association. Respective averages include cows, \$2,480 per head; bulls, \$2,292 per head; and registered Angus steers, \$995 per head,

with a total average for all lots of \$2,367.

Sales of Certified Angus Beef™ product passed the half billion pounds mark, maintaining the CAB position as the largest breed-specific branded beef program in the world. Projected annual sales of 565 million pounds, an increase of almost 14.6 percent, were reported. Retail licensees sold 306 million pounds, which represents 54 percent of total sales for the program, while food service licensees sold 165 million pounds.

International licensees contributed 84 million pounds to total sales. As consumer demand for fast and easy meal solutions continues to rise, the value added products division also saw growth in fiscal 2000.

In all, 10.5 million head of cattle were visually identified for the program, a 10.5 percent increase from 1999. Of those cattle, more than 1.92 million met Certified Angus Beef™ product specifications for an 18.4 percent acceptance rate.

Association members reported an all-time high number of weight records to the association's breed improvement departments, submitting 684,895 in all, which was a 6.7 percent increase from the previous year. The total breaks down to 272,885 birth, 272,462 weaning and 139,548 yearling weights.

Members are taking advantage of technology by submitting an increasing number of registrations to the association electronically. In fiscal 2000 more than 50,000 registrations were submitted electronically by members, which is nearly 20

percent of the total received. More than 28 percent of weaning weights and 34 percent of yearling weights were also submitted electronically.

The roster of members in the association continued to climb with business. New regular memberships issued totaled 3,012, an increase of 11.1 percent from last year, while new junior memberships were steady at 1,693, down less than one percent from fiscal 1999.

Breeders continue to use artificial insemination and embryo

transfer in their registered Angus herds. Members registered 20,383 embryo transplant calves, a 10.4 percent increase from fiscal 1999, and the number of artificial insemination service certificates issued totaled 109,667, up 6.9 percent.

Angus Productions Inc. continued to see growth in all areas of business. Advertising and sale books inserted in the Angus Journal climbed to record-setting levels and the Web marketing department continues to offer marketing options to

breeders via the Internet.

The American Angus Association is the world's largest beef breed organization. The not-for-profit company and its Certified Angus Beef division, along with its for-profit subsidiary, Angus Productions, Inc., and its affiliate, the Angus Foundation, provide programs and services for its members, support youth, education and research, and promote the Angus breed. American Angus Association headquarters are located in St. Joseph, Mo.

Penn State Dairy Advisory Team Program Releases Resource CD

UNIVERSITY PARK (Centre Co.) — A CD-ROM of all materials needed to develop and implement Dairy Advisory Teams is now available. These electronic materials make it possible for any organization to conduct informational meetings, train advisory teams, market the concept, and conduct a service business providing dairy advisory teams. The cost of the CD is \$25. Please make checks payable to The Pennsylvania State University. The same materials are also available free of charge on

the Dairy Advisory Team website: <http://dat.das.psu.edu>.

Dairy Advisory Teams improve farm success using current key advisers. Advisory teams consider individual farm values, objectives, and constraints before identifying critical opportunities to improve business success. Teams are selected from three to five people with skills and abilities that complement the farm management goals.

A non-farm adviser facilitates the mechanics of organizing and

running the team meeting in consultation with the owner. Health, financial, and nutritional advisers can play important roles. Team meetings are short, focused, and regular. Teams focus on select action plans that are critical to success.

To order a Dairy Advisory Team Resource CD-ROM or for more information about the program, please contact Shelly Hershey at (814) 865-4685, e-mail: shershey@das.psu.edu.

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- Getting Results with Economic Planning
- Applying Wall Street Business Concepts to the Dairy
- The Leading Edge
- Details are the Key to Progressive Expansion
- Utilizing Specialization to Generate Farm Profits
- Finding Your Niche
- Looking into our Future

December 14th - Thursday

- Developing Products that Sell
- Meeting Consumer Demands
- Eat These Words: Promoting Dairy Nutrition to the Public
- The Plane is Leaving: Will you be on board?
- Moving PA's Dairy Industry - How to Lead and Win

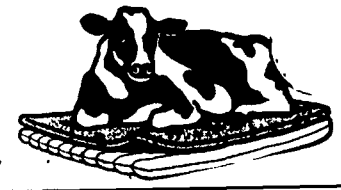
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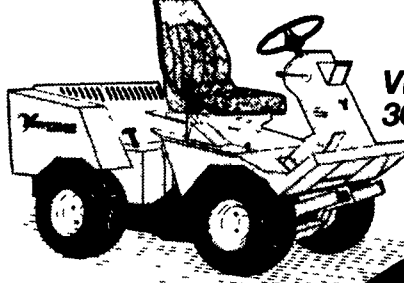
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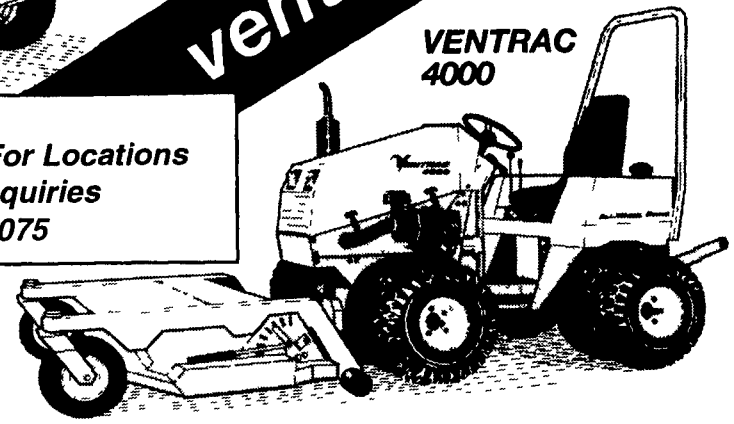
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