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# Board Commentary

by Steve Andras, RAAA President

## Opportunity Is Knocking!!!

No doubt, you have heard a political commentator or economist offer a gloomy outlook for the near future of this great country. Thoughts of despair are rampant in the pages of our national press and one can't help but become anxious at the prospects of an economic downturn. Many are taking a measured approach by cutting back daily expenditures. For example, we all have neighbors who have traded in an SUV for a compact car or scooter, or focused on a reduction of their electric/water/gas usage as a means to protect themselves against the threats of uncertain times. Much of what "experts" tell us recently rings strangely familiar to a pending scare we all experienced nearly a decade ago. Remember Y2K?

*"The darkest hour has only sixty minutes." ~Morris Mandel*

Fear of the unknown has always been a dynamic motivator. I wouldn't suggest that difficult economic times aren't going to be a reality for many, but with adversity, comes opportunity. Today's markets are volatile, but I am going to share a stock tip with you: buy stock (the four-legged, Red Angus kind). We all have been afforded a tremendous

investment opportunity as a near record number of Red Angus cattle will be offered this fall. From coast to coast, the availability of outstanding Red Angus genetics will not go unnoticed. Obviously, Red Angus breeders lick their chops at such an opportunity, but with the near-double feed cost per cow, cattlemen from competing breeds are shifting their focus toward the Red Angus cow...fertile, maternal, quiet, and especially efficient.

*"A bend in the road is not the end of the road... unless you fail to make the turn." ~Author Unknown*

Cow-wintering costs have certainly climbed for the cowman, but as feeders guard every cent due to their elevated input costs, the most efficient, consistent cattle will take the driver's seat in the feedlot as well. Two elementary laws for profitability are just as viable in a volatile economy as in any economy: increase income and/or reduce expenses. The Red Angus cow is capable of both. So, as this fall sale season arrives in full swing, invest for the long-term with stock (the four-legged kind) that always performs well...The Red Angus Cow.

-Steve

**In accordance with the RAAA Rules and Regulation, RR-14, 1.e) Notification of RAAA Membership: BUF CRK Major R057 and BUF CRK Romeo L081 were added to the list of animals confirmed to be carriers of the genetic defect, Osteopetrosis.**