



**WHAT WE STAND FOR
WHO WE ARE**

**Red Angus
Association of America
2016-2020 Strategic Plan**

Ranch Tested. Rancher Trusted.

Red Angus



The Red Angus Association of America has a well-deserved reputation for making the right choices over time. The Association is constantly scanning the future landscape of the cattle industry and making critical decisions to remain competitive and successful. The strategic plan for 2016-2020 is the culmination of input between the Board of Directors, members and stakeholders. The plan is intended to be both flexible and aspirational. We welcome you to read our roadmap for the future and invite you to be a part of our journey.

Vision:

The Red Angus Association of America provides visionary leadership and innovation to enhance the beef industry's profitability through the competitive advantages of Red Angus and Red Angus-influenced cattle.

Mission:

Our Mission is to provide our members and their customers with innovative programs and services, to continue advancing the quality, reliability and value of Red Angus and Red Angus-influenced seedstock used in the commercial beef industry.

Strategic Objective:

Increase Red Angus & Red Angus-influenced cattle as measured by increasing the number of Red Angus bulls transferred by 8% annually for the next five years.



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Strategies:

Driven by five core strategies, the Red Angus Association of America is impassioned and committed to reaching our goals. The planning committee has created measurable targets for each strategy, allowing us to set benchmarks, monitor progress and readily make necessary adjustments in strategy execution to ensure we achieve our strategic objective by 2020.

1. CREATE ADDITIONAL VALUE FOR OUR COMMERCIAL CUSTOMERS

Goals:

- Maintain premium value for Red Angus-influenced cattle over Black Angus cattle sold
- Increase the number of FCCP and AA tagged cattle sold by 10% annually
- Increase the number of FCCP and AA tags sold from the office by 6% annually
- Increase FCCP tags from packers by approximately 50% annually

2. PROVIDE SCIENTIFICALLY ACCURATE GENETIC PREDICTIONS

Goal:

- Increase the reporting of voluntary data by 18% annually

3. UNIFY MEMBERSHIP AROUND THE RED ANGUS ASSOCIATION OF AMERICA'S VISION THROUGH COMMUNICATION AND EDUCATION

Goal:

- Achieve a target membership satisfaction score

4. ENHANCE COMMUNICATIONS EXTERNALLY TO CREATE A POSITIVE PERCEPTION FOR THE ASSOCIATION

Goals:

- Increase the number of bull transfers to new customers by 20% annually
- Secure placement of a Red Angus feature article in at least one major beef publication each year for five years

5. PROVIDE QUALITY PROFESSIONAL SERVICE

Goal:

- Improve key member and customer service attributes



The Red Angus Association of America is guided by a set of 10 core policies.

1. The policy of the (Red Angus) Association is to discourage the more artificial practices in purebred cattle production...and to place its faith instead in objective tests, consisting for the most part of comparisons within herds of factors of known economic importance and known heritability....By making this an integral part of the registration system, Red Angus breeders feel that even faster progress can be made toward the ultimate goal of more efficient beef production.
2. It is the Association's primary role to promote the financial wellbeing of its members, and uses this as the method for encouraging new membership.
3. The standing policy of the RAAA is that when the science exists to make a genetic prediction more precise and reliable, the science is implemented. This is overseen by the technical committee and not the board of directors.
4. There is no proxy or absentee voting in the RAAA. This policy was established in the Constitution and Bylaws at the onset of the Association to ensure that voting members were fully informed and up-to-date through their attendance at the Annual Meeting.
5. The Association's general role in assisting marketing of the membership's cattle is to have the best objectively described cattle in the industry and to provide the best service to our members' customers (commercial producers). Although, RAAA promotes overall demand for the breed through activities such as national advertising, the Association does not take a role in the marketing of an individual member's cattle.
6. The Association has a long-standing policy supporting planned crossbreeding and the use of heterosis.
7. The ARA Magazine is sent to all bull customers, so in general, the editorial content of the magazine has a commercial and technical focus, i.e., typical breed journal articles such as member profiles are avoided.
8. The role of the Association is to objectively describe reproduction, growth, maintenance and carcass traits utilizing the fewest EPDs possible to achieve this purpose. The concept of Economically Relevant Traits (ERTs) guides this process.
9. The RAAA actively seeks out and implements new technologies that are based on sound, scientific principles.
10. The Association supports the development, use, and implementation of strategic planning. The strategic planning committee will lead the development and review of the plan; the board will approve and use the plan to set policies and make decisions; and the association will strive to meet its goals.



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