

RED ANGUS ASSOCIATION OF AMERICA

Annual Report

2020



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Red Angus – Leading Well in Difficult Times

By Tom Brink, RAAA Chief Executive Officer

Theodore Roosevelt once said, “I have never in my life envied a human being who led an easy life; I have envied a great many people who led difficult lives and led them well.”

That statement could easily apply to our nation’s ranchers and farmers who befit the latter description and are worthy of admiration. The same is true for Red Angus breeders and the RAAA which supports their efforts in raising registered cattle. Many unexpected events showed up at the front gate during the latter four months of FY2019-2020, which ended June 30, 2020. However, just like our breeders, RAAA stayed relentlessly on task, accomplishing important breed-building work that will help Red Angus continue moving forward in the years ahead.

Marketplace competition for commercial bulls is exceedingly strong. Cow-calf producers have many choices among both breeders and breeds. Keeping Red Angus at the forefront of the beef industry and growing market share is what drives everything RAAA does on a day-to-day basis, whether on the front lines or behind the scenes.

Below are a few highlights from the past fiscal year, most of which qualify as being behind the scenes, but nonetheless critical.

REDSPro

Users of the REDSPro database and record submission system are aware that the stability and user-friendliness of this system is very good. Members now complete about 80% of their registration and transfer work online. Most do so with ease, thanks to the work of the IT team at RAAA, who are constantly making improvements and adding new features. We added a new programmer to the group in February, which gives us better depth with three full-time staff members working on REDSPro each and every day.



Membership

Because the number of adult and junior members is an important metric of success, it is worthwhile to note that RAAA hit new record highs during the past fiscal year. Adult memberships increased 1% to 2,755, while junior members grew 2% to 1,101. Associate members are a smaller category, but showed the largest increase (up 18%). Total memberships increased 2.5% to 4,187, the most ever for Red Angus.

DNA Department

Staff in our DNA department decreased turnaround time by an average of four days during the past fiscal year, while receiving 3% more samples. They also launched the Red Cow Rally, a female genotyping research program in cooperation with Neogen, as well as creating a series of educational videos, which have been well-received.

Financial

RAAA met its budget during 2019-2020. In fact, our overall financial results came in significantly better than projections, primarily due to cost containment measures implemented by employees. The objective was to maintain high levels of service in all areas but to do so as efficiently as possible. That goal was achieved, and our overall financial position remains in good shape.

Shifting to one more “out front” accomplishment, let’s discuss our new road map for the future.

New Strategic Plan

The breed now has a freshly minted five-year Strategic Plan that will guide our course from 2021 through 2026. Beginning with a broad-based, information-gathering survey of members and commercial customers, this plan was developed through countless hours of committee discussion, with a long-term goal of making the Red Angus breed more dominant in the U.S. beef business. The planning process took quite a bit longer than expected – due to the COVID-19 pandemic – and required numerous virtual meetings often lasting two to three hours in length. However, the group stayed on course and the final result is a plan that all Red Angus breeders and RAAA members can get excited about.

Gaining market share and earning more of the commercial bull market requires a comprehensive effort by all of our members and RAAA employees. It won’t happen overnight, but if we continue to “lead well” during the difficult times, we’re sure to come out stronger on the other side and better positioned for success.



Red Angus Completes Another Great Year

By Johnny Rogers, RAAA President

To say the least, 2020 has been an interesting year, which will be remembered for a long time. Farmers and ranchers are accustomed to dealing with challenging weather, markets and other conditions. However, this year has been even more turbulent than normal with a global pandemic, civil unrest and election-year politics. Volatility and uncertainty have become part of our daily conversations. Most of us are ready for more stable conditions and as I complete my second year as RAAA President, allow me to share some of our association's accomplishments.

Association Overview

RAAA has maintained a strong financial position through these volatile markets. Our Finance Committee, led by treasurer Jeff Pettit, has worked with our financial advisors to adjust our investment portfolio to achieve a balance of growth and security. Over the past year, we have recorded the second largest THR cow inventory, down only slightly from the previous record-setting year. Our staff have done an outstanding job of maintaining productivity while meeting stakeholder needs and member satisfaction has remained solid.

Genetics/Breed Improvement

The Technical and Breed Improvement Committees, along with our staff, have been busy updating our genetic selection tools to ensure our cattle are accurately described. Selection indices have been revised with the assistance of AbacusBio – a New Zealand-based company which is the world leader in developing livestock selection indices. These tools are undergoing evaluation and should be available in late 2020. Updates to the growth and heifer pregnancy evaluation were completed along with an audit to our data transfer process to IGS. Overall, the weekly EPD calculations have been stable and reflect progress in our systems.

Communications

Our communications staff and the Promotions Committee have focused on rebranding RAAA. The desire to unify our brand has led to new logos for RAAA, JRA and the renaming of our magazine. We successfully launched the American Red program in conjunction with Santa Gertrudis Breeders International and the Red Angus social media presence continues to grow. In addition, during 2019 National Red Angus Convention, our media intern allowed for better coverage and more timely press releases. Beef industry publications have featured more Red Angus editorial in FY2019-2020 compared to previous years, keeping our breed in the spotlight.

RedAngus.org

Shows

Red Angus stakeholders, spectators and breeders from other breeds appreciate the quality Red Angus brings to the show ring. The 2020 National Red Angus Show was outstanding and the largest in our breed's history. The historic American Royal will be incorporated to our regional show rotation and the NAJRAE and RAAA have finalized an agreement to combine their efforts for the 2021 National Junior Red Angus Show.

Marketing/Tags

The RAAA marketing team is always busy and has added an extra full-time position to create four traveling members. Our Feeder Calf Certification Program grew at an astounding rate, reaching a record high of 214,200 enrollments in FY2019-2020. More tag enrollments have led to more special Red Angus FCCP sales and initiation of a sale barn recognition program. Keeping up with the team is easier with new educational components including the Marketing Team Trail newsletter. Even with more difficult travel conditions, marketing staff were able to attend 124 sales with data recorded on 8,989 bulls. Growth and progress on new programs like American Red and Premium Red Baldy have been achieved this year. Red Angus genetics gained recognition for carcass merit as 25 ranches received Grid Master Awards on 34 loads of cattle.

Junior Red Angus

The JRA, under the guidance of Kim Heller, sets the standard for beef industry youth leadership development. With 1,101 junior members, we set a new record and it shows the enthusiasm surrounding our program. Partnerships with three universities allow us to deliver hands-on education programs. COVID-19 did not interrupt the JRA which adapted to provide online industry education and leadership development opportunities. JRA also awarded \$6,000 in college and educational scholarships to help deserving young people pursue knowledge to enrich their communities.

Summary

Even in the face of a global pandemic, we have recorded an outstanding year. This is just a glimpse and RAAA continues to deliver great service to our stakeholders and is a supreme example of what we can accomplish working together. We do need to think about how we can better serve our association and should take every opportunity to learn and engage with our fellow members. This will improve our own operations while strengthening RAAA. Red Angus will continue to provide the genetics and programs required by the commercial beef industry. Congratulations on an outstanding year.

Red Angus Board of Directors



L to R: Tony Ballinger of Morgan Mill, Texas, Area 4; Steve Koester of Steele, North Dakota, Area 5; Connie Mushrush of Strong City, Kansas, Region B; Aaron Kravig of Karval, Colorado, Area 3; Jeff Pettit of Sebree, Kentucky, Region C; Tom Brink, CEO; Jim Yance of Columbia, Alabama, Area 8; Johnny Rogers of Roxboro, North Carolina, President; Stuart Gilbert of Stockport, Iowa, Area 9; Rob Hess of Hershey, Pennsylvania, Area 7; Chuck Feddes of Manhattan, Montana, Region A; Kay Klompien of Manhattan, Montana, Area 2; Sam Lorenzen of Bend, Oregon, Area 1; and Newley Hutchison of Canton, Oklahoma, Area 6.

Red Angus Core Policies

1. It is the RAAA's primary role to create an environment that promotes the financial stability of its members.
2. The RAAA supports the development and use of membership-driven strategic planning.
3. The RAAA creates marketing tools for commercial bull customers, creating more demand for Red Angus and Red Angus-influence genetics.
4. The RAAA is committed to objectively describing and recording cattle, utilizing economically sound scientific principles with the least number of prediction values. Furthermore, the RAAA encourages good stockmanship and sound visual appraisal in seedstock selection.
5. Since its establishment, the RAAA has understood and accepted economic value of heterosis through planned crossbreeding.
6. The RAAA does not take a role in the marketing of an individual member's cattle, therefore, the ARA Magazine editorial content has a commercial and technical focus. Individual seedstock supplier articles are avoided.
7. It is the duty of the RAAA to proactively communicate with its membership, therefore, proxy voting is not allowed. This policy was established in the Constitution and Bylaws of the Association at its inception to ensure that voting members are current on all pertinent information.

Historical Perspective

"The decision to form an association was based on the feeling among the breeders that there should be a herd book for these animals in order to perpetuate Red Angus as a useful breed of cattle. The members also felt that there was an opportunity with a relatively small group such as this to incorporate into the structure of the association itself, rules and standards for the selection and registration which would accelerate the improvement of the breed by taking advantage of some of the more recent advances in animal breeding research.

In general then, 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 it an integral part of the registration system, the Red Angus breeders feel that even faster progress can be made toward the ultimate goal of more efficient beef production."

– Waldo Forbes, founding member and first President, August 1954

Red Angus Mission Statement

Our mission statement outlines the purpose towards which we commit our work life. These are the reasons for the existence of the Red Angus Association of America and it clearly describes who our customers are and what we produce as outcome benefits for them.

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.

We pursue this mission to promote the economic well-being and satisfaction of our members and their customers, and to equip them to be progressive cattle producers.

Red Angus 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.



65,101
Head
Registered



191,025
Head Enrolled in FCCP



23,175
Head
Enrolled in
Allied Access



100,836
THR Cow
Inventory



2.8 Million
Head
Enrolled in
FCCP & AA
Since 1995



2,755
RAAA
Members



14,070
Bulls
Transferred



1,101
JRA
Members



25
Producers
Received Grid
Master Awards
on 34 Loads



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RED ANGUS

Strength in Numbers

By Barrett Simon, Commercial Marketing Specialist

Tag Programs Show Continued Growth

As is true in any business venture, growth and expansion of an enterprise can lead to questions such as: How much growth is sustainable in future years? How can we maintain the level of customer service that has made this venture successful? Are there new opportunities available to complement the expansion of an already successful program?

During 2019-2020, Red Angus showed diligence and commitment to addressing these questions as they relate to one of the industry's most widely recognized value-added programs – the FCCP – and the new programs that have been built alongside it. Though the heart of spring calving season was marred by the onset of COVID-19, the Feeder Calf Certification Program itself boasted a 2.1% increase in calves enrolled compared to the FY2018-2019. When combined with Allied Access tag numbers, the pair of tagging programs showed another annual increase of 1.3% with a year-end number of 213,975 enrolled cattle. The addition of Jeananne Drouhard to the marketing team will ensure that our growing customer base receives the information and top tier service they have come to expect when enrolling their calf crop.

With a deep history of providing value to program users, the FCCP continues to gain traction throughout different segments of the beef supply chain. From seedstock producers encouraging customers, to representatives of video markets and regional sale barns proclaiming the value of the tag, to buyers from companies like Tyson Fresh Meats sharing with their feeders that the tag can provide additional dollars to their bottom line, the yellow tag success stories continue to grow. These examples of pull-through marketing are not only imperative for future enrollments but, more importantly, they are beneficial for the breed as a whole.

Strategic Partnerships

Shortly after the release of Premium Red Baldy, it became clear that there was demand for progressive partnerships with the Red Angus Association of America. In an effort to increase utilization of Red Angus genetics throughout the gulf coast, and across other environmentally challenging areas, the RAAA partnered with Santa Gertrudis Breeders International to bring awareness to, and increase promotion of, crossbreeding between the two breeds. Thus, the American Red program was born.

Since the program's inception in February of this year, more than 1,400 head have been enrolled. This confirms the fact

that many commercial cattlemen have already found value in such a hybrid and were strategically mating their cows to build this desired crossbred. Qualified cattle must range from 25-75% of either breed with the balance being made up of the complementing breeds genetics, there is a small allowance for influence from other breeds within the genetic makeup of these cattle. To ensure added value, herd sires must rank above breed average for the HerdBuilder Index with the same stipulation on the Santa Gertrudis Balanced Trait Index.

Staying in line with RAAA's core policy #5, Red Angus genetics will no doubt provide benefit to producers who opt to capitalize on heterosis in building American Red cattle. While some producers prefer to maintain *Bos Indicus* influence in their cow herd, the injection of Red Angus bloodlines can provide strengths in multiple traits from carcass quality to mothering ability and many more; making this cross a truly versatile option for commercial producers regardless of whether they focus on terminal traits, maternal traits, or a combination of the two. Early sale reports out of the Gulf Coast region have shown optimism on behalf of the buyers and clear demand for the cattle; ultimately setting the stage for future success in marketing the American Red.

Market Access for Red Angus Steers Continues to Grow

Strategic partnerships are certainly not limited to inter-association programs. During the past fiscal year, the commercial marketing team continued assisting commercial producers in their calf marketing strategies. Whether it be through summer video sales or in building stronger partnerships with regional auction markets, producers have recognized real value in marketing Red Angus calves, feeder cattle and replacement females in volume.

Last fall, Red Angus FCCP Sales grew 21% over the year prior. The commercial marketing team promoted a record high 46 sales through partnerships with 33 markets across the country. Fall and winter FCCP sales concluded just in time for our team to start working for and promoting various producers' cattle that had been consigned to a summer video auction. Despite market uncertainty amidst the COVID-19 pandemic, our breed's commercial contingency fared well leading into the summer sale run. Red Angus "sections" are becoming more and more prevalent across video auction platforms, as are the market highlights that coincide with them. Our team will continue the push to create superior market access for Red Angus bull customers and work to highlight the value of Red Angus cattle in multiple sectors of the beef business.

History in the Making: Fall 2019 & Spring 2020 Bull Sale Season

By Katie Martin, Commercial Marketing Coordinator

Spring 2020 will go down in the history books as one of the most challenging times in the national economy, and the beef industry was not immune. Seedstock producers who had sales scheduled for late spring faced a whole new set of challenges as the COVID-19 pandemic hit the U.S. in mid-March. Likewise, the RAAA commercial marketing team faced unique traveling difficulties which have continued longer than anyone initially anticipated. Nonetheless, beef producers have persevered and found innovative ways to market livestock in these unprecedented times. Data collected by the marketing team throughout the fall and spring was evaluated to gain insight into market trends and elements that create a successful sale.

The average of bulls sold in fall 2019 was \$4,433, which was up \$214 compared to the previous fall. The spring 2020 average was \$4,341, which was down just slightly compared to the previous spring average of \$4,367. Expectedly, the hit came towards the end of the sale season when social distancing mandates were put in place and some producers were forced to limit sale attendance. In past years, we have seen an increase in sale average for sales held later in the spring, but this year we saw sale averages decrease by \$308 for sales held after March 15, 2020.

Upon evaluating traits bull buyers found important this sale season, we noticed a higher emphasis on growth traits compared to previous years. This coincided with somewhat less emphasis on calving ease direct and birth weight EPDs. It seems more bull buyers were searching for power bulls this year and were willing to accept higher birth weights in order to achieve their goal.

Regional trends for fall 2019 show the greatest quantity of bulls were sold in the Great Plains region, closely followed by the Southwest region. Texas was the leading state for number of bulls sold in the fall of 2019.

During spring 2020, we again saw the highest volume of bulls marketed in the Great Plains region, closely followed by the Northern Plains region. Montana saw the highest volume of bulls sold in spring 2020.

There are many factors which influence the success of a bull sale. Not surprisingly, longevity in the business and volume of bulls offered both have a significant effect on sale average. Some of the highest averaging sales offered 100+ bulls and/or have been in the business of marketing Red Angus bulls for 30+ years. Sale location also heavily influenced sale averages and favored sales held on the ranch.



Harold Bertz
Director of
Commercial Marketing



Katie Martin
Commercial
Marketing Coordinator



Nolan Woodruff
Commercial
Marketing Specialist



Barrett Simon
Commercial
Marketing Specialist



Chessie Mitchell
Tag Program
Coordinator



Jeananne Drouhard
Tags, Shows &
REDSPro Specialist

Though offering online bidding has improved sale averages significantly over the past several years, it's no surprise the effect was magnified this year to the tune of an \$869 per head increase in sale average for sales offering online bidding. It seems buyers also like to make highly informed decisions, as sale averages were highest for sales where seedstock producers offered ultrasound, feed intake and/or genomic testing data.

Of the customer service factors evaluated, extra hospitality, a volume discount, and offering a free bag of FCCP tags for each bull purchased increased sale averages the most.

For more insights, the complete bull sale analysis as presented by the RAAA Commercial Marketing team can be found at <https://redangus.org/communications/educational-resources/>.



Tracey Koester
Editorial Coordinator



Kevin LeMaster
Publisher &
Advertising Director



Halla Pfeiff
Director of Office
Operations

Magazine Changes Name But Not Reliability

By Tracey Koester, ARA Editorial Coordinator

Red Angus Magazine

The official publication of the Red Angus Association of America changed its name at the beginning of FY2020-2021. Through a vetting and name discovery process with the RAAA Promotions Committee, the group recommended – and the Board approved – to change the name from the American Red Angus Magazine to simply Red Angus Magazine.

The name change was part of the rebranding process of RAAA to more cohesively tie the Association’s entities together, eliminate confusion and highlight the name of the breed.

The new name, masthead and color accentuate the reliable service and strong Red Angus message in the pages of the 10-times-a-year publication that serves as the information vehicle for RAAA and Red Angus bull buyers. As outlined in Core Policy No. 6, the magazine continues to maintain a commercial and technical focus, avoiding editorial features on seedstock suppliers.

The Red Angus Magazine continues to be the seedstock producers’ trusted source to communicate their advertising message to their customers and rightly so. More than 13,000 readers receive the glossy publication in the mail – 11,500 of which are commercial cattlemen and women who had a Red Angus animal transferred in their name, entitling them to receive a one-year complimentary subscription. The remaining 2,500 magazine subscribers are RAAA members.

In addition to hitting mailboxes, each issue is published online at RedAngus.org and can be viewed digitally on the Issuu app. Past issues are also archived online.

The COVID-19 pandemic and crowd size limitations unfortunately affected advertising revenue and, in some cases, sales and their promotion were canceled. Smaller magazines page counts reflect this trend, however by managing the advertis-



ing and editorial ratio, staff is able to maintain a sustainable budget while still communicating with stakeholders.

eBlast Rate Change

RAAA staff changed the pricing on eBlasts last fall to a flat fee of \$125 per eBlast, making them more affordable. Rush fees for eBlasts requested to go out within 24 hours are \$300.

During the spring bull sale season, Red Angus eBlasts became even more essential as seedstock producers scrambled to communicate sale format changes to their customers – often on short notice as states changes crowd restriction guidelines.

RAAA staff worked with producers on eBlast options to convey online bidding formats and other last-minute changes.

To schedule an eBlast, simply fill out the online form that can be located at RedAngus.org in two places – either through the Red Angus Magazine tab, then Schedule eBlast; or click on the Marketing tab, then Sale Planner to find the eBlast link.

Sale catalog inserts and data extract information are also available on the Sale Planner page.



RED ANGUS COMMUNICATIONS MILESTONES

for fiscal year 2019-2020



 **21,000+**
followers
32% 

 **11,000+**
followers
47% 

 **~2,000**
followers
15% 

You Tube **8,000+**
video viewers

 Editorial was featured monthly in
20+
publications nationwide

 Distributed
20
press releases

 **550,000+**
page views to RedAngus.org
Most visited pages: Red Angus Calendar,
Stockyard, Red Angus Magazine

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Launched
RAAA rebrand
campaign and
new logos

RedAngus.org



Red Angus Visibility in the Media Continues Upward Trend

By Brandi Buzzard Frobose, Director of Communications

The beef business looked very different in the last quarter of FY19-20, however communications staff didn't let challenges from COVID-19 get in the way of another tremendous year of news outreach, promotion and growth.

By far the biggest accomplishment of FY19-20 was the design and adoption of new logos for RAAA and JRA in order to make all Association branding and logos consistent. Communications staff, along with input from the Promotions committee, spent countless hours working with a creative agency to create a clean, modern and progressive logo that embraces the basic functions of the breed while giving a nod to its heritage.

Also undergoing a redesign was the Red Angus Magazine, formerly known as the American Red Angus Magazine. The name change and cover redesign was made to bring the magazine's name more in line with the Association, so as to cut down on confusion in the media landscape.

Communications staff continued to distribute Red Angus-generated content to industry and trade publications on a monthly basis. In FY2019-2020, 52 weekly eNewsletters and 20 press releases were sent out to members, producers, media and stakeholders – these two efforts alone reached nearly 145,000 readers. Another new development in the department was the creation of the Marketing Team Trail, a bi-weekly eNewsletter designed to highlight the travels and activities of the talented commercial marketing staff, the reception of which was lauded.

Industry-wide, Red Angus is respected for having its finger on the pulse of pressing issues and news, therefore, it's no surprise that Red Angus-generated editorial content was featured in more than 20 industry publications in FY2019-2020 including Beef Magazine, Progressive Cattle, Working Ranch Magazine, Drovers, High Plains Journal and many more.

Further assisting in the distribution of Red Angus news are great Red Angus state partners and affiliates. In FY2019-2020, 15 affiliates utilized Affiliate Grant Program monies to promote Red Angus genetics in their specific regions and states. The Promotions committee approved projects ranging from billboards to educational symposiums to print advertising in order to supplement the national advertising efforts of RAAA. The impact of these projects is invaluable and undoubtedly contributes to breed awareness across all regions of the United States.

RedAngus.org

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While each day of work in the communications department is different, one constant project is Red Angus social media management. Continuing the pattern of past years, staff employed creative ways to reach a larger audience and watched follower numbers increase. The RAAA Instagram, Facebook and Twitter accounts grew in FY2019-2020, with year-over-year follower growth of 47%, 32% and 15%, respectively. These increases are due in part to high-quality editorial content from Red Angus staff, as well as beautiful imagery gathered from staff efforts and the annual Red Angus photo contest.

As with past years, Red Angus filmed and produced two episodes of the American Rancher which aired on RFD-TV. The business entities of Joe Bichelmeyer – Bichelmeyer Land & Cattle and Bichelmeyer Meat Company – were the focus of the September 2019 episode, while the newly launched American Red program, created in conjunction with Santa Gertrudis Breeders International, was the topic of the January 2020 episode. Both episodes celebrated the best attributes of Red Angus cattle and cumulatively reached nearly 1 million viewers through television and digital platforms.

While FY2019-2020 was certainly one for the books, the communications department is excited to keep pushing forward with groundbreaking and exciting work in the coming months. Be sure to follow the Association on social media and sign up for the weekly eNewsletter to be in the loop with new projects, upcoming events and breed updates.





JRA Celebrates Leadership and Education

By Kim Heller, Director of Education and Junior Programs Coordinator

The Junior Red Angus Association of America focuses on equipping and preparing JRA members to be leaders, innovators, stewards and advocates for the Red Angus breed, the beef industry and agriculture. The

FY2019-2020 was full of events and leadership development for JRA members. Throughout the year, members took part in several events to help them grow as future beef business leaders.

The first event of the fiscal year is JRA Round-Up, the annual summer conference and meeting of the JRA. Round-Up took place in Texas and New Mexico, where 38 members engaged in competitions, toured local agricultural business, completed team-building exercises and listened to beef industry stakeholders share valuable insights. Site visits ranged from Red Angus seedstock and commercial producers to commercial feedlots, a feed company and university facilities. Faculty at New Mexico State University and West Texas A&M University provided hands-on learning experiences in beef reproduction, forage management and genetics. Additionally, attendees elected the 2019-2020 JRA Board of Directors: Shaye Koester (North Dakota), Andrea Rutledge (Montana), Mia Gibson (Iowa), Izzy McGibbon (Arizona) and Peyton Nagel (Illinois).

In December, members attended the Young Stockman program in Manhattan, Kansas. Participants had a first-hand simulated experience in building a cow herd utilizing the genetics of the industry's most favored female – Red Angus! Barrett Simon, RAAA commercial marketing specialist, challenged participants to implement their production expertise and knowledge of Red Angus marketing programs to optimize the profits for the ranch in the scenario they were given. They even competed against other ranches to purchase their females at a simulated live auction. Additionally, participants gained hands-on experience with Kansas State University faculty to



learn more about cattle reproduction, feet and leg scoring, and low-stress cattle handling. The capstone experience was a trip to the fourth-generation ranch Kniebel Cattle Company in the Flint Hills. Kevin and Mary Ann Kniebel shared insights on cattle production across the total production cycle and stressed the importance of having females that work for your scenario.

The 2020 National Western Stock Show was home to the National Junior Red Angus Show. Due to the COVID-19 pandemic, the North American Junior Red Angus Event did not occur in Madison, Wisconsin. The next NAJRAE, which is scheduled for June 20-26 in Lebanon, Tennessee, will serve as the National Junior Red Angus Show in 2021.

Junior members also benefit from college scholarships through the RAAA. Six scholarships are available to junior members that are active in the association, as well as in their communities and the beef industry. This year, six recipients proved their leadership and professionalism are a step above of the crowd and received official JRA scholarships. Those individuals receiving scholarships were: Mia Gibson, Kristen Massingill, Brock Montgomery, Holly Thomas, Paige Van Dyke and Marcie Harward.

Junior Red Angus members are an asset to the Red Angus Association of America and will continue to work closely with RAAA staff and stakeholders to build young leaders that will move the Red Angus breed forward.



2019 JRA Round-Up



2020 JRA Young Stockman Program



Red Angus Shows Persists Despite Challenges

By Chessie Mitchell, Show Coordinator

Wayne Huizenga once said, “Some people dream of success, while other people get up every morning and make it happen.”

Red Angus producers across the country have made great strides this past fiscal year, in-and-out of the show ring. Public cattle exhibition for the breed has advanced to additional regional shows and expanded at existing shows. These cattle producers have put many hours of labor into their cattle and it shows when the reds hit the barns across the country.

National Western Stock Show

In 2019, the National Western Stock Show became the permanent home for the National Red Angus Open Show. The Red Angus breed had a great showing at the prestigious event in 2020 with more than 500 head entered. The depth of quality and number of cattle exhibited were evident when onlookers walked the aisles or side of the show ring.

American Royal

This past spring, the RAAA board of directors passed a vote to include the American Royal Livestock Show as an approved Red Angus regional show. This is after another superior year at the American Royal in October 2019. Along with the Kansas and Missouri Red Angus affiliates, we expect the upcoming regional show to be the largest ever exhibited in Kansas City.

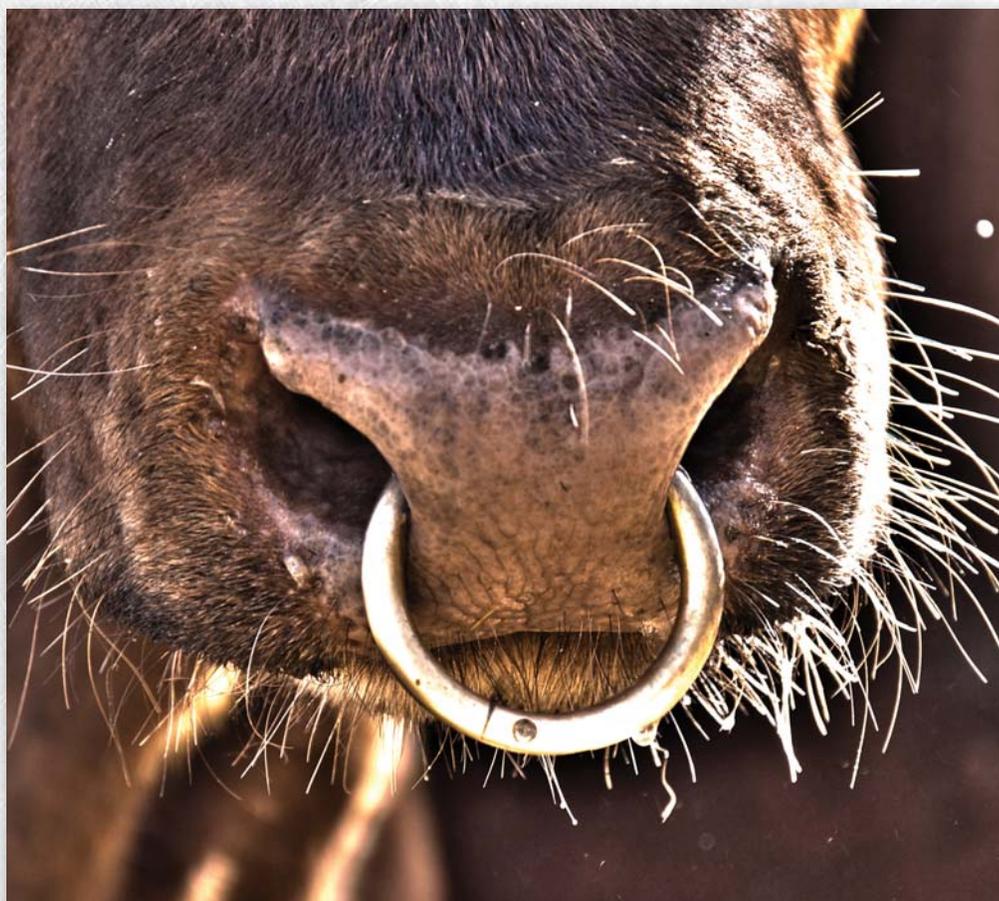
North American Junior Red Angus Event

After many months of hard work and commitment by dedicated volunteers, the NAJRAE board of directors had to make the difficult but necessary decision to cancel the yearly event due to COVID-19. NAJRAE has assured the juniors that the 2021 event will be unlike anything ever before as the official theme will be “Making Music and Memories” in Lebanon, Tennessee, June 20-26, 2021. With a spacious

area for many juniors to compete, we look forward to working with NAJRAE to help make memories that will make an impact on our breeds vivacious junior programs for many years to come.

Buckle and Banner

The Association’s newest magazine venture, Buckle & Banner, has completed its first full fiscal year and achieved many of its original goals. Producers have used this advertising vehicle to promote many sale prospects, bulls, innovative products and show ring accomplishments. We hope that in time more and more Red Angus exhibitors will use this magazine as a method for targeted advertisement within the breed.





Resilient During Trying Times

By Harold Bertz, Director of Commercial Marketing

The FY2019-2020 for the Red Angus Association of America encompassed one of the most unique periods in the history of the United States. The beef industry endured a pandemic, riots, killer hornets and food short-

ages along with the ever-present challenges of weather and markets.

Despite the chaos, RAAA posted another solid year. Breeders were able to continue marketing seedstock and commercial ranchers were able to incorporate top genetics into their herds and access industry-leading marketing programs.

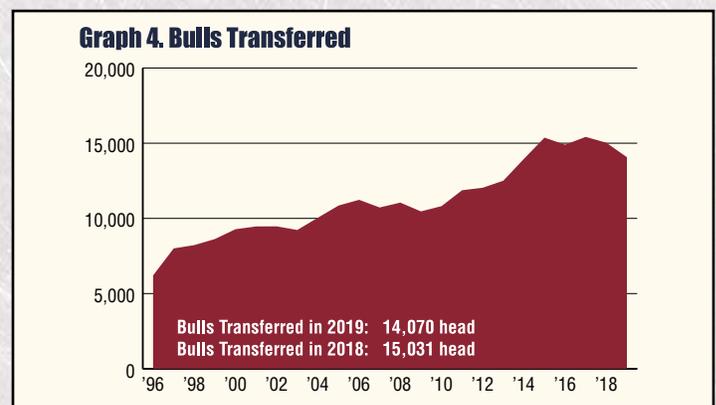
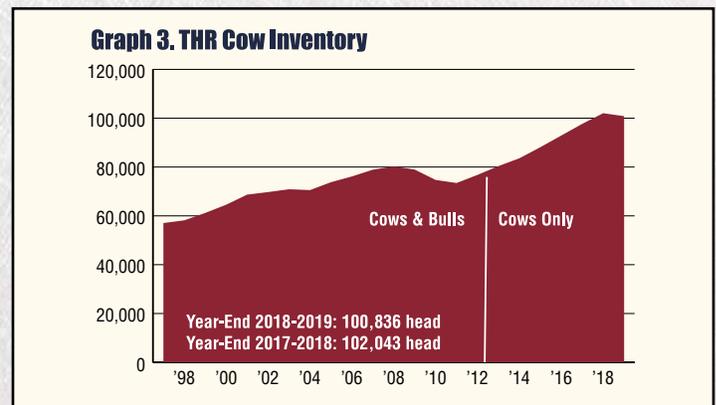
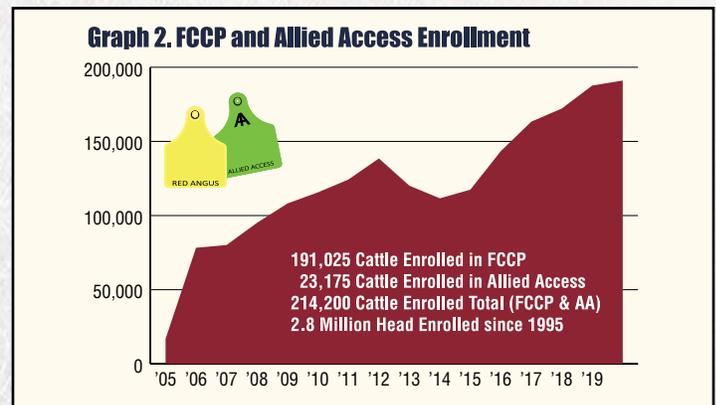
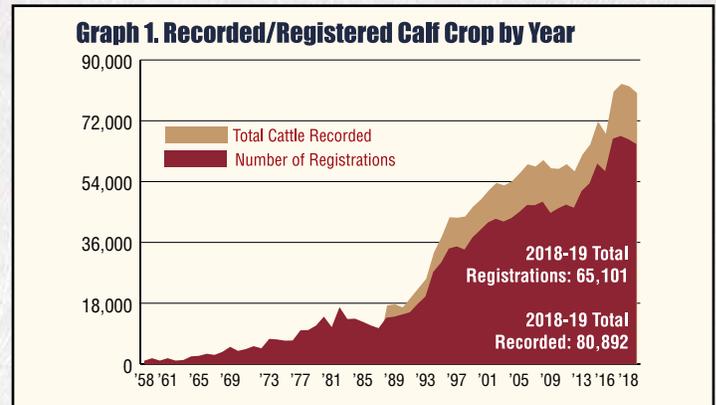
Membership in the RAAA grew 6% to 2,755 members while the Junior Red Angus Association posted 4% growth to record 1,101 members. Increased membership indicates the growing popularity of Red Angus cattle, their steadfast data and valuable market share. Our junior program continues to be vibrant in its leadership opportunities, programs and educational reach.

The Feeder Calf Certification Program and Allied Access again set a record for the largest year in the program's history with 214,200 enrollments. Commercial cattlemen continue to find the FCCP and AA programs valuable in helping them differentiate their cattle in a very noisy marketplace. The FCCP turns 25 this year. Congratulations to our breeders and commercial cattlemen for supporting an industry-leading program that continues to shatter records 25 years later.

The American Red program in conjunction with Santa Gertrudis Breeders International was launched. The program has bolted out of the gate, enrolling 1,550 head in its first five months of existence. A record number of FeederFax eBlasts were sent to prospective buyers of Red Angus-influenced feeder cattle and thousands of head were listed and sold on the Red Angus Stockyard website.

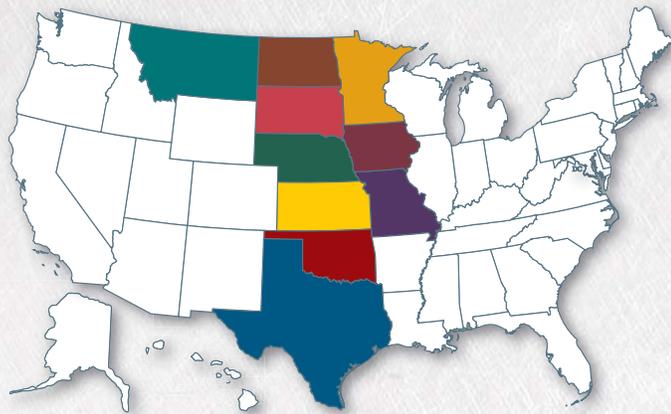
Despite the challenges of FY2019-2020, the RAAA, its board, breeders, stakeholders and staff showed amazing resiliency. As we move into a new fiscal year, let's continue our commitment to a more prosperous beef industry powered by Red Angus.

We must continue to be the innovators, relentlessly pursuing industry-leading techniques, tools and services and continue doing all of this with integrity.



Members by State

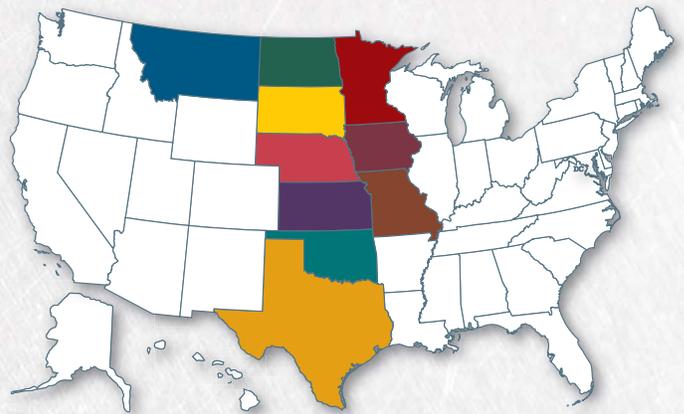
Total number of members in FY2019-2020 – 2,755



1. Texas	330	6. Kansas	141
2. Oklahoma	184	7. Nebraska	140
3. Missouri	182	8. South Dakota	132
4. Iowa	150	9. Montana	124
5. Minnesota	148	10. North Dakota	111

Transfers by State

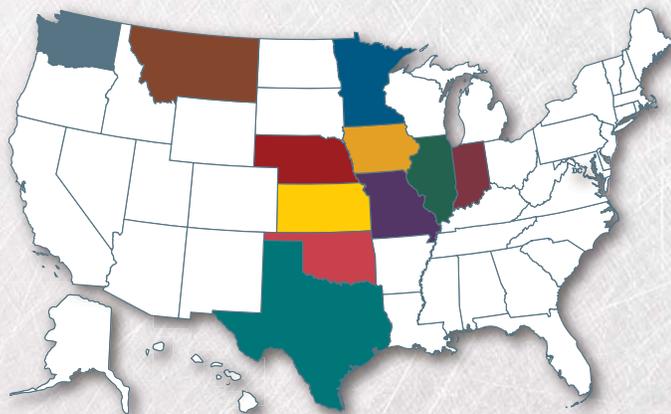
Number of transfers per each of the top 10 states



1. Montana	3,502	6. Missouri	1,822
2. South Dakota	2,569	7. Oklahoma	1,729
3. Texas	2,515	8. Minnesota	1,612
4. Nebraska	2,384	9. Iowa	1,600
5. Kansas	2,367	10. North Dakota	1,552

JRA Members by State

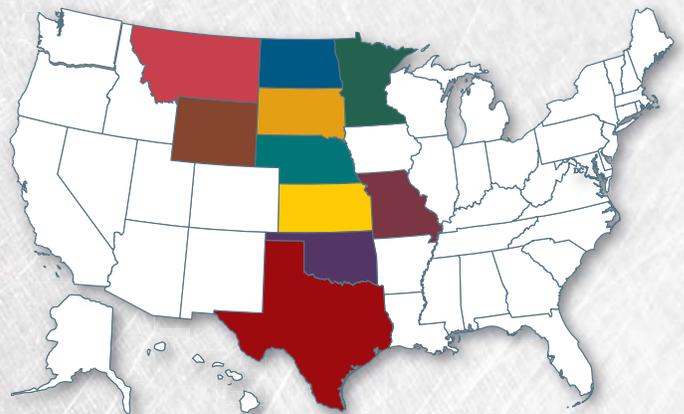
Total number of members in FY2019-2020 – 1,101



1. Texas	203	6. Kansas	54
2. Oklahoma	119	6. Missouri	54
3. Iowa	84	7. Illinois	46
4. Minnesota	56	9. Indiana	40
5. Nebraska	55	9. Montana	40
		10. Oregon	32

Registrations by State

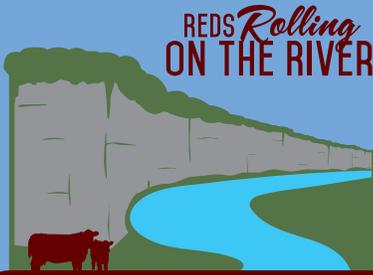
Number of animals registered per each of the Top 10 states.



1. Montana	8,656	6. South Dakota	4,130
2. Nebraska	5,523	7. Missouri	3,499
3. Kansas	5,119	8. Oklahoma	3,343
4. Texas	4,945	9. Wyoming	3,127
5. North Dakota	4,319	10. Minnesota	2,662

Name	# Progeny	HB	GM	CED	BW	WW	YW	ADG	DMI	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
3SCC DOMAIN A163	1305	252	52	14	-0.5	65	108	0.27	1.14	18	2	12	2	25	0.84	0.28	21	-0.11	0.08
WFL MERLIN 018A	1082	210	53	14	-4.0	80	125	0.28	1.48	26	-4	10	7	18	0.58	0.03	31	0.32	0.01
BROWN ORACLE B112	681	200	54	15	-2.7	78	125	0.29	1.64	12	1	5	8	17	0.72	-0.07	45	0.71	0.00
9 MILE FRANCHISE 6305	602	140	51	16	-5.9	52	100	0.30	1.76	28	-1	15	10	9	0.67	0.03	40	0.63	0.04
BROWN JYJ REDEMPTION Y1334	585	177	51	15	-4.5	64	113	0.30	2.03	19	-5	12	8	15	0.63	0.12	26	-0.05	0.01
5L BOURNE 117-48A	575	204	50	14	-3.5	74	111	0.23	1.57	23	-7	20	7	17	0.67	0.14	14	0.03	0.05
BROWN BLW FANTASTIC C5959	472	176	51	18	-5.7	61	109	0.30	1.91	16	-2	10	10	14	0.68	0.09	24	0.07	0.02
H2R PROFITBUILDER B403	405	88	54	11	-2.2	80	130	0.31	1.35	13	-6	11	6	3	0.78	0.23	31	-0.07	0.05
RREDS SENECA 731C	398	169	45	12	-1.8	69	110	0.25	1.88	23	2	10	6	17	0.01	0.14	21	0.31	0.08
HXC DECLARATION 5504C	362	176	53	10	1.2	81	140	0.37	2.47	11	2	8	7	16	0.54	0.08	49	0.25	0.00
Avg. EPD "Weighted" by Registration Count		193	52	14	-2.9	70	116	0.28	1.62	20	-2	11	7	17	0.65	0.11	29	0.20	0.04
Average Percentile Rank		37%	13%	36%	29%	20%	12%	11%	75%	70%	44%	53%	48%	52%	19%	49%	30%	33%	57%

National Red Angus Convention



NATIONAL RED ANGUS CONVENTION
SEPT. 11-13, 2019
DUBUQUE, IOWA



300+ attendees throughout the week



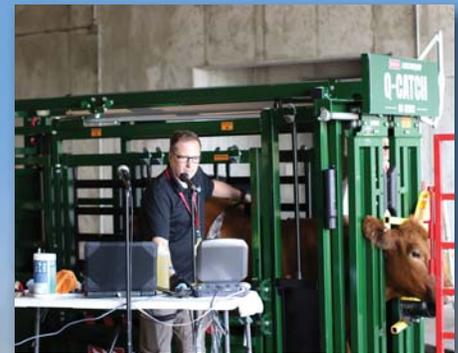
14 educational sessions and meetings

4 industry-specific workshops on

marketing • bull sale trends • social media • breed growth



55,000+ Red Angus-generated impressions on social media





A Consistent Pattern of Progress

By Ryan Boldt, Director of Breed Improvement

In 2018, Red Angus reached a milestone with the implementation of the IGS multi-breed analysis powered by BOLT™. The move to this updated genetic evaluation was exciting and improved the accuracy of genetic

predictions provided by RAAA. Since that implementation in 2018, several advancements have been made to the traits included in our genetic evaluation.

Some of those changes include the development of a prototype pulmonary arterial pressure EPD, inclusion of more weight traits into the carcass weight and rib eye area evaluation, moving from single-breed to multi-breed imputation, and investigation of improvements to the weight trait evaluation. In addition to these updates, several more breed and industry partners joined the IGS collaboration. With this added growth, the IGS genetic evaluation hit the milestone of calculating EPDs for more than 19 million animals each week.

Another exciting project that was initiated during this past fiscal year was working on updates to the current RAAA selection indexes. RAAA publishes two generalized indexes for the membership and commercial customers. These include HerdBuilder, which is an all-purpose index that encompasses traits from conception to harvest, and GridMaster which is a terminal index that covers traits from weaning to harvest. Both of these indexes were first introduced in 2014. However, since that time market dynamics and economic models for calculation of selection indexes have improved.

Therefore, the Association has taken advantage of these advancements to update our selection indexes. The first step of the process was to conduct a survey of members and commercial customers to gather insight into how Red Angus cattle were being utilized. The survey included approximately 500

unique responses from all segments of the cattle industry, and providing value per perspective.

In addition to the survey results, the staff worked closely with the team of scientists at AbacusBio to develop economic models for each of the EPDs that will be incorporated into updated versions of our selection indexes. So far, the results of these updates to the selection indexes are exciting and the plan is to release these updates during the FY2020-2021.

A complete audit of the data upload system to the IGS genetic evaluation was also conducted. The goal of this audit was to take a deep look into all data that was being sent to the genetic evaluation to make sure that data was being supplied as intended. The results of this process proved that the data upload process was correct. There were several very minor errors that were identified that only affected a fraction of a percentage of animals. The plan is to continue to do this process periodically to make sure no errors enter into the data upload procedure over time.

As we look into the future, we will continue to work to make the improvements to all selection tools provided by RAAA. Every trait in the genetic evaluation is under constant scrutiny to look for available methodology to improve the accuracy of our EPD predictions. However, even with these advancements in the genetic evaluation tools one factor that is vitally important to the accuracy of genetic predictions is the submission of phenotypic data.

The Association plans on working on programs and reports over the next fiscal year to help membership identify strengths and weaknesses for data collection and submission within their herds. These services will not only improve the genetic evaluation as a whole, but also improve the accuracy of EPDs within each member's herd that participates.



**RED ANGUS ASSOCIATION OF AMERICA INC.
STATEMENTS OF FINANCIAL POSITION
June 30, 2020 and 2019**

ASSETS

	2020	2019
CURRENT ASSETS		
Cash and Cash Equivalents	\$671,325	\$670,402
Accounts Receivable, Net	134,039	131,368
Prepaid Expenses and Supplies	12,608	9,638
Receivable – Foundation – Affiliate	919	2,654
Deposits	<u>5,993</u>	<u>14,338</u>
Total Current Assets	<u>824,884</u>	<u>828,400</u>
 PROPERTY AND EQUIPMENT		
Land	125,000	125,000
Building and Improvements	714,358	710,137
Furniture and Equipment	112,227	112,227
Computer Equipment	117,833	102,822
Vehicles	<u>41,722</u>	<u>43,323</u>
	1,111,140	1,093,509
Less Accumulated Depreciation	<u>(250,073)</u>	<u>(213,156)</u>
Net Property and Equipment	<u>861,067</u>	<u>880,353</u>
 OTHER ASSETS		
Investments – Other	320,000	320,000
Investments	2,887,687	2,631,046
Computer Software & Index System	1,688,064	1,608,064
Less Accumulated Amortization	<u>(990,515)</u>	<u>(784,354)</u>
Total Other Assets	<u>3,905,236</u>	<u>3,774,756</u>
 Total Assets	<u>5,591,187</u>	<u>\$5,483,509</u>

**A full copy of the financial statements and the independent accountant's review report
and accompanying notes are available upon request.**

**RED ANGUS ASSOCIATION OF AMERICA INC.
STATEMENTS OF FINANCIAL POSITION
June 30, 2020 and 2019**

LIABILITIES AND NET ASSETS

	2020	2019
CURRENT LIABILITIES		
Note Payable – S.B.A, P.P.P. Loan	\$211,035	\$0
Accounts Payable	83,409	170,626
Accrued Expenses	72,593	139,811
Deferred Revenue	109,460	117,190
Due to Members	<u>50,480</u>	<u>38,042</u>
Total Current Liabilities	<u>526,977</u>	<u>465,669</u>
Total Liabilities	<u>526,977</u>	<u>465,669</u>
Unrestricted Net Assets	<u>5,064,210</u>	<u>5,017,840</u>
Total Liabilities & Net Assets	<u>5,591,187</u>	<u>\$5,483,509</u>

**RED ANGUS ASSOCIATION OF AMERICA INC.
STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS
June 30, 2020 and 2019**

	2020	2019
REVENUE AND SUPPORT		
Member Services	3,845,198	\$4,094,936
Magazine	664,811	724,243
Juniors	91,770	112,234
Investment Return	46,381	205,713
Other	<u>4,144</u>	<u>6,458</u>
Total Revenues and Support – Unrestricted	<u>4,652,304</u>	<u>5,143,584</u>
EXPENSES		
Member Services	3,714,128	3,717,049
Magazine	802,211	825,458
Junior Activities	<u>89,595</u>	<u>88,342</u>
Total Expenses – Unrestricted	<u>4,605,934</u>	<u>4,630,849</u>
Increase in Unrestricted Net Assets	46,370	512,735
Unrestricted Net Assets, Beginning of Year	<u>5,017,840</u>	<u>4,505,105</u>
Unrestricted Net Assets, End of Year	<u>5,064,210</u>	<u>5,017,840</u>

**A full copy of the financial statements and the independent accountant's review report
and accompanying notes are available upon request.**



RED ANGUS
RANCH TESTED. RANCHER TRUSTED.