

# RED ANGUS ASSOCIATION OF AMERICA

## *Annual Report*

# 2022



**RED ANGUS**  
RANCH TESTED. RANCHER TRUSTED.





## Red Angus – Leading by Example in the Industry

By Tom Brink, RAAA Chief Executive Officer

In 1789, George Washington wrote to the residents of Boston saying, “Your love of liberty, your respect for laws, your habits of industry and your practice of moral and religious obligations are the strongest claims to national and individual happiness.” These words were composed long ago. Yet most of us wish a majority of our citizens were walking steadfastly along that path today. Regardless, our role remains to lead by example in all aspects of life.

For the Red Angus Association of America in 2022, Washington’s reference to “your habits of industry” are particularly applicable. There is a tone of diligence, responsibility, innovation and productivity in that phrase.

Though far from the largest organization in the beef industry, RAAA is leading by example doing what we can to make the cattle business better, while continuing to position the Red Angus breed for success. Two sizable accomplishments during the past year include favorable changes to our USDA Live Animal Schedule and the RAAA-led Feeder Cattle Market Survey.

### Red Angus Live Animal Schedule

After negotiating with USDA, several changes were made to this schedule that have set the stage for Red Angus and Red Angus-influenced cattle to be included in numerous Angus branded-beef programs. Each brand must officially agree to include Red Angus, and work through a few documentary and procedural issues with USDA and RAAA. This opens up greater acceptance for Red Angus into more brands and more packing plants, eventually increasing pull-through demand for Red Angus fed cattle, feeder cattle and calves. We are already having success in accessing several Angus brands, with more to come.

### Feeder Cattle Market Survey

RAAA recently conducted a first-of-its-kind survey that asked cattle feeders and other industry participants what they thought about how the feeder cattle market uses hide color as a price determinant. The survey showed that 92% of respondents believe it is time to move beyond hide color to a market that significantly takes genetics into account in how cattle are priced.

The market’s emphasis on hide color was viewed as having helped the industry in the past, but a strong majority of cattle feeders saw little or no benefit to staying with this superficial approach in the future.

RAAA’s white paper summarizing the survey’s results was published in May and should be a springboard for positive change in creating a greater genetic emphasis in the feeder cattle market going forward.

### Milestones and Progress

RAAA experienced multiple milestones during our most recent fiscal year, ending June 30, 2022. These include reaching record highs in THR cow inventories (103,163 head), total animals recorded (81,958) and total memberships (4,804).

We also saw an 8.7% increase in the number of jobs members completed using the REDSPro software system – 31,344 versus 28,847 the previous year. Members are getting more comfortable using REDSPro, allowing them to complete their registrations, transfers, inventory management changes, weight updates and other types of data submissions in real time on a 24/7 basis.

Much more could be discussed, but our “habits of industry” are bearing fruit for the breed. And, yes, the best is yet to come. //







## Dedication to Strategic Plan Moves the Dial

By Steve Koester, RAAA Board President

As I look back on nearly a year of serving as the RAAA president, it's encouraging to see our progress. We have accomplished multiple positive metrics that move the dial for both this great breed of cattle and our industry.

As always, the strategic plan is front and center for the board of directors and staff. The current plan we are operating under is extremely aggressive and we are excited to reach for these goals.

We know the saying that the devil is in the details, and there are plenty of details to manage on a daily basis. The board of directors is committed to working through all these factors to build a brighter future for this breed. Just like our ranches that have been around for numerous years, progress does not come quickly, but with diligence to detail, the rewards can be many. We are confident the strategic plan is the right path to pursue and even more confident the rewards are right around the corner.

**Critical Objective 1** is a great example of the loftiness of our strategic plan. "Create Market Demand – 20% of the U.S. beef cattle inventory will be Red Angus influenced by 2030."

The key outcome of such a lofty goal is to increase the value of verified Red Angus-influenced cattle and eliminate the price discrepancy based on hide color. We are actively working on this objective, and I will share some of the actions taken by your leadership.

Over the last several months, RAAA conducted a survey with a large representation of cattle feeders and marketers. The results came back as expected with an astounding percentage saying that the industry needs to change the way we market feeder cattle. The results were published in the white paper, "Genetics Valued Over Hide Color" available at [RedAngus.org](http://RedAngus.org).

Building on those results, your leadership approved the spearheading of an industry-based task force that will be made up of the best and brightest from all segments of the cattle industry to begin the planning process of a brighter future.

**Critical Objective 2** states, "Quantify and communicate Red Angus advantage in stakeholder profitability and sustainability." The key outcome of this objective is to enhance the well-known fact that the Red Angus female is the most-favored female in the industry. Examples of this are the development of the Premium Red Baldy and American Red programs. Both programs are telling the story of Red Angus-influenced females and how they excel in all environments.

**Critical Objective 3** reads, "Attract, Develop and Retain Talent." The key outcome is to see that our members are served by the best staff in the industry and make sure all are engaged in the long-term success of this association. I will tell you, our staff is second to none and works tirelessly on your behalf. Examples of the ongoing effort to enhance customer service is the hiring of our second geneticist, Lindsay Upperman, Ph.D., and a new-member packet that is in the development stage that will be released in the near future.

**Critical Objective 4** directs, "Create and Improve Genetic Prediction Tools." The key outcome is to grow the data submitted to the association and continually enhance the reliability of our selection tools. Our breed improvement department has conducted multiple validations and is continually looking for enhancements to better the predictive power of our selection tools. The development of data submissions is a top priority for the RAAA as more and better data is the key driver for the advancement of this breed.

As I stated in the opening, we are working on multiple metrics all at the same time and we are seeing the tide shift.

- Create market demand
- Quantify and communicate Red Angus advantages
- Attract, develop and retain staff
- Create and improve genetic prediction tools

These are all very lofty goals, and we are working every day to reach them. Achieving these objectives will take all of us pulling on the rope in the same direction for the common good of our breed and we look forward to seeing the results of our efforts. //





## Red Angus Board of Directors



*L to R: Steve Koester of Steele, North Dakota, President; Tony Ballinger of Morgan Mill, Texas, Area 4; Craig Bieber of Leola, South Dakota, Region B; Stephanie Jung of Mina, South Dakota, Area 5; Jim Yance of Columbia, Alabama, Area 8; Rob Hess of Hershey, Pennsylvania, Area 7; Jason Anderson of Oberlin, Kansas, Area 6; Stuart Gilbert of Stockport, Iowa, Area 9; Chuck Feddes of Manhattan, Montana, Region A; Jeff Pettit of Sebree, Kentucky, Region C; George Murdock of Pendleton, Oregon, Area 1; Kay Klompfen of Manhattan, Montana, Area 2 and Tom Brink, CEO. (Not pictured: Aaron Kravig of Karval, Colorado, Area 3)*

## 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 RAM 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.*





**66,549**  
Head  
Registered



**149,855**  
Head Enrolled  
in FCCP

**25,443**  
Head  
Enrolled in  
Allied Access



**103,163**  
THR Cow  
Inventory



**3 Million**  
Head Enrolled  
in FCCP & AA  
Since 1995



**3,081**  
RAAA  
Members



**15,015**  
Bulls Transferred



**1,349**  
JRA  
Members





### Breaking Down Barriers

By Katie Martin, Assistant Director of Field Services, and Rachael Oliver, Commercial Marketing Specialist

Crippling inflation, all-time high fuel prices and a war overseas have caused a ripple effect on the entire agricultural industry. Like a tidal wave, these events all hit at once, creating so many “black swan” events that marketers ceased using the term. Given these gloomy circumstances, the RAAA commercial marketing team, along with other industry professionals, prepared for a potentially negative shift in the marketplace. Fortunately, as we reach the midpoint of 2022 and are halfway through summer video sales, the dark cloud has lifted and the sun is shining. Calf prices across all regions are at or above those of 2014, when the market hit an all-time high.

As optimism increases, the commercial marketing team continues breaking down barriers in the industry. The primary focus of the team is Critical Objective #1 from the RAAA Strategic Plan, which is to create market demand such that 20% of the U.S. beef cattle inventory will be Red Angus-influenced by 2030. By strengthening our industry partnerships, and focusing more than ever on the commercial producer, we strive to put those words into action.

#### Strong Foundation

Despite exterior challenges facing ranchers, the fall 2021 and spring 2022 bull markets were exceptionally strong. Both seasons concluded with record-high averages within season, compared to the previous five years that this data has been collected. The fall 2021 sale season was especially strong in both the bull and registered female market. The average across all bull sales attended by commercial marketing staff was \$5,770, and another notable record high was the average for registered bred heifers, which was \$4,278. Another indication of market strength, we observed a record 91 high-selling bulls (those garnering \$15,000 or more) during the spring 2022 sale season. The Great Plains region marketed the highest volume of bulls through the fall and spring seasons, followed by the Northern Plains region. Montana was the state with the highest volume of bull transfers, accounting for nearly 20% of all transfers.

#### The First Brick

RAAA has a strong history of commercial marketing programs that effectively add value, and this year we refocused our efforts on better using those programs in a more targeted way. By taking a boots-

on-the-ground approach, we were able to better educate and aid our producers about the capabilities of the RAAA marketing programs.

Our focus of establishing impactful relationships with commercial producers has allowed us to better serve our customers in directly marketing their cattle. With a more targeted list of producers which we have accumulated through internal supply management databases, we have been able to educate and reconnect with those producers who have dropped out of our value-added programs in the past. As we continue to directly seek out those producers, our enrollment numbers have begun to climb once again.

#### Missing Piece

By working to better serve our customers in direct marketing, we knew there was a missing piece of the puzzle when it came to our well-known Red Angus Special Feeder Calf Sales. This spring we created the Feeder Calf Sale How-to Document, a guide that outlines the steps for producers and sale barn owners to host a successful Red Angus feeder calf sale. By following the simple practices listed in the document, we hope that sale barn owners will have the tools to better promote Red Angus Special Feeder Calf Sales, creating additional marketing avenues for commercial producers.

The commercial marketing team has also taken steps to embrace the advancement of technology in the beef industry. Commercial producers are constantly faced with the challenge of finding technology that fits in their operation. Our value-added department recognized this and has explored how RAAA tags can play a specific role. By partnering with BlockTrust, a block chain company, we are opening the door for our commercial producers to receive quality data through the different marketing channels of the beef industry.

#### Coming Together

It may seem like we are tearing down barriers one brick at a time, but remember, Rome was not built in a day. Strengthening cattle placements and partnering with programs like BlockTrust are tools we will use to break down barriers our breed faces. As we persevere through these challenging times, let us not forget where we started and how far we have come together. //



**Harold Bertz**  
Director of  
Commercial  
Marketing



**Katie Martin**  
Assistant Director  
of Field Services



**Nolan Woodruff**  
Commercial  
Marketing  
Specialist



**Rachael Oliver**  
Commercial  
Marketing  
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**Cale Hinrichsen**  
Commercial  
Marketing  
Specialist



**Chessie Mitchell**  
Assistant Director  
of Value-Added  
Programs



**Jeananne  
Drouhard**  
Value-Added  
Programs Specialist





## Better Market Positioning for Red Angus Feeder Cattle

By Tom Brink, RAAA CEO

As part of the 2021-2026 Strategic Plan, RAAA is aggressively working to create a more positive market environment for Red Angus and other non-black cattle.

These efforts divide into two main points of action:

- 1) To increase demand through Red Angus access into more Angus branded-beef programs, and
- 2) To facilitate an industry-wide price discovery change in the feeder cattle market, moving the market from superficial to objective, or said another way, from hide color to genetics.

Red Angus is now officially recognized as “Angus” by USDA, which paves the way for inclusion into multiple Angus brands during the coming years. This change, which RAAA sought and received from USDA, is important because Red Angus are genetically Angus and consumers associate Angus with high-quality beef.

YourDictionary.com gets it right in their definition, saying Angus is “a breed of hornless beef cattle that originated in Scotland and are usually black but also occur in a red variety.”

At the present time, the method by which the U.S. beef industry identifies Angus leaves much to be desired. Most black-hid-

ed animals become initially eligible for Angus beef programs qualification, regardless of their actual breed background. After harvest, carcass specifications must also be met.

Thus, at the live animal market level, black largely equates to Angus. Though in reality, of course, that may or may not be true of a given animal or group. In the future, only genetically verified Angus cattle – red or black – should make their way into the retail case adorned with an Angus label. That would be giving consumers what they are paying for.

RAAA is certainly in favor of such a change and will do all it can to move the industry in that direction.

RAAA's Feeder Cattle Market Survey, published in May this year, revealed that a strong majority of cattle feeders are not satisfied with the market's extreme emphasis on hide color. They want a market that pays little or no attention to color, and instead, appropriately uses genetic and genomic information when valuing feeder cattle. They know from experience that good cattle come in all colors.

RAAA is taking the lead in the formation of an industry-based task force charged with determining how best to accomplish this vision – which ultimately means less influence on prices from hide color, and more influence from genetics and other objective value attributes. //

**Read the full white paper, “Genetics Valued Over Hide Color,” online at [bit.ly/GeneticsOverColor](https://bit.ly/GeneticsOverColor) or by scanning the QR code with your phone.**

To use the QR code, open your phone's camera app, hold it over the QR code, then click on the notification to open in your browser.





### Perpetuating Progress in Red Angus Genetics

By Ryan Boldt, Director of Breed Improvement

Over the past fiscal year, there have been several changes in the RAAA breed improvement department such as organizational changes and work to improve models used in genetic evaluations.

The department has increased in size over the past year with the addition of Lindsay Upperman, Ph.D., who joined the team as a beef cattle geneticist. Upperman's focus will be on helping the membership with information and education about EPDs as well as submitting data to the genetic evaluation.

Additionally, she will serve as an incredible resource to help with accomplishing projects within the department. In her role, she will tackle projects that help the department achieve goals outlined in the RAAA Strategic Plan.

Over the past year, the breed improvement department has started projects that investigate new trait development and are also moving more of the EPD calculations to weekly single-step genetic evaluations.

In partnership with IGS, there has been tremendous work done to develop and implement these models which will hopefully be ready in the next fiscal year. Attributes included in this new trait development include genetic evaluations for Mature Weight, Dry Matter Intake and Heifer Pregnancy.

Additionally, several improvements have also been implemented over the last year to currently published genetic evaluations. One of the biggest was the implementation of a more robust methodology for calculating accuracy for the Maintenance Energy EPD.

Along with this work, the traditional yearly updates were applied to the across-breed adjustment factors for carcass EPDs, as well as updating pricing information for the selection indexes.

This year the breed improvement department took over the responsibility of overseeing the RAAA DNA department. With the continued synergy that occurs between the weekly genetic evaluation and genomic testing, this collaboration was necessary to forge a seamless process from DNA testing to published EPDs.

We look forward to the future with this department in the hopes of continuing to increase the amount of genomic testing within the Red Angus breed. During the last year, RAAA has surpassed more than 100,000 genotyped animals in the weekly genetic evaluation.

Along with these updates, a lot of time has been invested in evaluating ways to be able to incorporate more data into the genetic evaluation. Phenotypic data is the lifeblood of any genetic evaluation. Therefore, being able to collect and have that data available allows for the most accurate genetic evaluation possible. //







**Brandi Buzzard  
Frobose**  
Director of  
Communications, Editor

## Red Angus Communications Carries the Torch

By Brandi Buzzard Frobose, Director of Communications and Editor, Red Angus Magazine, and Tracey Koester, Publisher

Fiscal year 2021-22 brought many new developments and changes as the communications department worked to implement tactics from the Red Angus Strategic Plan and continue the goal of communicating the Red Angus advantage to the broader beef industry.

Today, more than half of the world's population – 4.65 billion people – are active social media users and it's no stretch of the imagination to say that most beef producers use one or more social media platforms. To meet more producers where they seek information, the communications department increased the time spent on video development, social media messaging and social ads to reach a wider audience.

A key component of this work was adding communications specialist Lisa Bryant to the team. Bryant's past experiences in the livestock communications spectrum have been tremendously valuable to the department and since joining RAAA, JRA social media properties have grown by nearly 14% and 10% on Facebook and Instagram, respectively.

The main-facing RAAA profiles have also grown by 8% and 6% on Facebook and Instagram, respectively.

As in years past, a new national advertising campaign – Paramount – was created and centers on both the unmatched value of the Red Angus female as well as emerging opportunities for Red Angus feeder cattle as we strive to “dominate the beef industry with Red Angus genetics.” This campaign will be visible in all print ads, digital promotion and other unique advertising outlets.

New advertising avenues such as YouTube, podcast sponsorship and the World Livestock Auctioneer Championship were also explored with success in FY21-22.

From a print perspective, Red Angus editorial and press releases were featured in more than 20 trade media outlets ranging from Drovers to Progressive Cattle to BEEF Magazine as well as in multiple regional and state publications.

RAAA members and stakeholders continued to value the Red Angus Magazine. Editorial content not only focused on the attributes of the breed, but highlighted people incorporating Red Angus into sustainable operations and lifestyles.

In FY21-22, 100 more pages than the previous year were

published – a 12% increase – that was supported by advertisers reaching their target market of Red Angus bull buyers.

In January, we launched a fresh look for the Red Angus Magazine with more modern fonts and a new layout style that aligned with the association's rebranding project in 2020.

Publisher Tracey Koester also implemented the Private Treaty Listing at the beginning of the calendar year, giving producers the opportunity to connect with buyers who were seeking genetics through one-on-one transactions.

The cost of business, postage increases and the rising cost of paper required magazine staff to implement a rate increase after 12 years of static pricing. A new, comprehensive media kit helped advertisers consider their promotion options, and downloadable templates assisted designers in their ad creation.

While FY21-22 certainly brought about many new ventures, the communications department is excited to continue carrying the torch through both new and traditional media outlets. Be sure to follow the association on social media and sign up for the weekly eNews and Marketing Team Trail emails to be in the loop with new projects, upcoming events and breed updates. //







### Developing the Next Generation of Red Angus Advocates

By Kim Heller, Director of Education and Junior Programs

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. Fiscal year 2021-22 was full

of opportunities to connect and engage JRA members in experiences to continue to fulfill the mission of the organization.

The fiscal year kicked off in July with the annual Round-Up of junior members to explore the “Red Cows, White Lights, and Blue Grass” of Kentucky and Tennessee. The five days in the mid-South was jam-packed with both education and fun for the 60 participants from 14 different states! The 10 site visits highlighted the key commodities of the region’s agriculture enterprises, as well as industry partners that assist in advancing agriculture. Team challenges and individual contests showcased participants’ knowledge of cattle production and evaluation.

The JRA annual meeting provided an opportunity to recognize national contest winners, award more than \$1,600 in JRA program scholarships, guide continuous improvement for the organization and elect the 2021-2022 board of directors: Tiffany Watkins, Florida; Isaac Berg, Minnesota; Peri Andras, Illinois; Natalie Evans, Illinois; Mitchell VanderWal, South Dakota; Emma Ahrendsen, Iowa; and Shannon Jenkins, Missouri.

The Young Stockman Program was attended by 34 participants from 11 states in December at the University of Missouri – Columbia. This weekend experience was driven by hands-on learning experiences where members had the opportunity to learn about the whole system approach to reproductive management and, more specifically,



#### 2021-22 Junior Red Angus Board

Front: Shannon Jenkins, Peri Andras and Emma Ahrendsen  
Back: Mitchell VanderWal, Tiffany Watkins, Natalie Evans and Isaac Berg

heifer development. Additionally, participants toured the campus meat processing facilities, observed cattle in an emissions research project, and tried their hand at hair shed scoring 25 different cows. The program also highlighted some of the collaborative research and education efforts between the university and RAAA, including the new Red Choice program.

The 2022 North American Junior Red Angus Event in Chickasha, Oklahoma, June 19-25, was home to the National Junior Red Angus Show. As the largest gathering of JRA members on the national level, NAJRAE engaged 319 youth and 518 head of cattle representing 25 states and Canada. The six-day event is filled with opportunities for youth interested in Red Angus to engage in competitive events, team building activities, educational sessions and exhibition of Red Angus cattle.



Junior members also benefit from college scholarships through the RAAA. Six college scholarships are available to junior members that are active in the association, as well as in their communities and the beef industry. The association awarded four \$1,000 general scholarships, one \$1,000 scholarship for an animal science major and one \$500 scholarship for the Dee Sonstegard Memorial. Recipients were: Mitchell VanderWal, South Dakota; Natalie Evans, Illinois; Jamie Geyer, North Dakota; Bailey Jean Smith, Texas; Calley Stubbs, Kansas and Dalia Weber, Illinois.

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





**Erin Dorsey**  
Show Coordinator



**Chessie Mitchell**  
Assistant Director of  
Value-Added Programs

## Red Angus Take Red Dirt Country By Storm

By Erin Dorsey, Show Coordinator and Chessie Mitchell, Assistant Director of Value-Added Programs

We moved into FY2021-22 with many new and exciting events in store for Red Angus breeders and exhibitors. We spent a lot of time in Oklahoma this past year as it housed both the National Red Angus Open and Pen Shows, as well as the National Junior Red Angus Show. We honored a new Herdsman of the Year and spent many days focusing on junior development within the barns. It was a successful year and one that we know will stay in the record books for attendance despite high-input costs!

The fall run started strong with quality regional show exhibitions at the American Royal, the Northern International Livestock Exposition, the Red Western Classic and the North

American International Livestock Exposition. Multiple judges commented on the depth of quality, advancements in the breed and sportsmanship of our junior exhibitors from coast to coast.

Red Angus enthusiasts descended upon Oklahoma City on New Year's Eve for the second annual Cattlemen's Congress, which hosted the 2022 National Red Angus Open Show, the National Red Angus Pen Show and a Junior Red Angus regional show. Despite dates closing in on the start of the National Western

Stock Show, this was still the largest showing to date of the National Red Angus Open Show. During this time in Oklahoma, RAAA awarded Ben Lodoen of Westhope, North Dakota, as the 2022 Herdsman of the Year. An award well-deserved by a previous Red Angus junior that grew up in Red Angus junior programs.

Many juniors headed back to Oklahoma for the National Red Angus Junior Show hosted at the Legend of the Reds-themed North American Junior Red Angus Event. We watched the price of gas, diesel and other input costs soar in early summer and once again, it left us wondering about attendance at summer shows. However, NAJRAE broke records and high-input costs didn't seem to affect entry numbers, as just shy of 600 head entered and 430 head were shown during a scorching-hot week in June in Chickasha, Oklahoma!

We now look forward to county fairs, state fairs, regional shows and our National Red Angus Open Show in Oklahoma City at the third annual Cattlemen's Congress on January 1-14, 2023. As we travel to shows this fall and next spring, remember to thank the staff and volunteer networks that make the events possible. Also, don't forget the family members that take care of things at home and allow us to do what we love.

We look forward to spreading the Red Angus mission in and out of the show ring and involving as many new and seasoned breeders and enthusiasts as possible. We are a growing breed, and the future looks very bright! //







## Optimism Abounds

By Harold Bertz, Director of Commercial Marketing

The fiscal year 2021-22 was completed June 30 and saw the beef industry in a solid position moving into the second half of 2022. The beef cow inventory continues to decline – demand is rising with some of the strongest exports and domestic demand in history. All of these factors aligning will likely create profitable prices for ranchers during the next few years.

The RAAA posted a year with growth in nearly every segment. Work centering around the Red Angus Strategic Plan continues to open more marketing avenues and begins to change the industry's attitude toward feeder calf differentiation.

Updates to the Red Angus Live Animal Specification, through the USDA, allow for Red Angus and Red Angus-influenced cattle to be included into Angus-labeled products throughout the industry. As many areas of the country rebuild from drought, the Red Angus female remains highly sought after as the industry's most-favored replacement.

Membership in the RAAA grew 5%, continuing a three-year growth trend to encompass 3,081 regular members while the Junior Red Angus Association experienced a 14% increase with 1,349 members.

The number of cows on THR was 103,163, setting a record as the largest number of cows on inventory in the history of RAAA, while registrations were up 3%. Both of these numbers speak to the resilience and acceptability of Red Angus as this impressive growth occurred during a contracting cycle of the U.S. cow herd.

Commercial marketing team members were privileged to witness one of the strongest bull sale seasons in history. Our team observed 1,652 Red Angus bulls average \$5,770 during the fall of 2021 and 7,442 Red Angus bulls average \$5,125 during the spring of 2022.

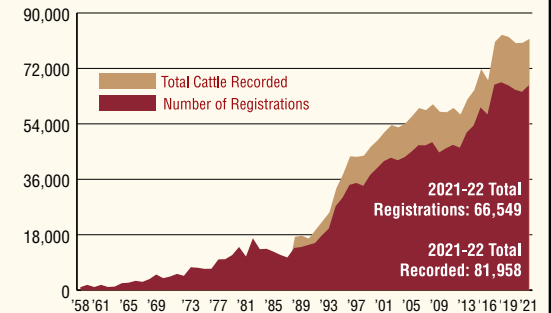
The data we collected indicated commercial producers continue to seek balanced-trait bulls that accomplish multiple improvements in their herds. Red Angus bulls continue to be the benchmark in crossbreeding scenarios to add both maternal and carcass stability and improvement.

The Red Choice program was added to the Red Angus stable of value-added programs during the year. This heifer development program focuses on health, breeding soundness and genetic protocols to develop industry-topping bred heifers. The Feeder Calf Certification and Allied Access programs have enrolled more than 3 million head since they began nearly 25 years ago.

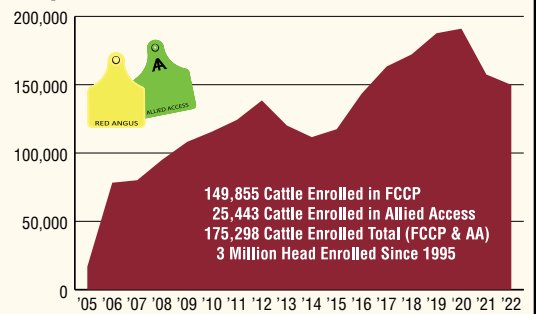
All of the value-added programs at RAAA are designed to add value to Red Angus and Red Angus-influenced replacement heifers, feeder calves and finished cattle.

The RAAA and the beef industry are in a great position for the future. A period of profitable cow-calf production and cattle feeding seems to be on the horizon for the industry. The Red Angus board, breeders and staff are committed to being innovative and relentless in providing the tools necessary for cattle producers to be sustainable for future generations. //

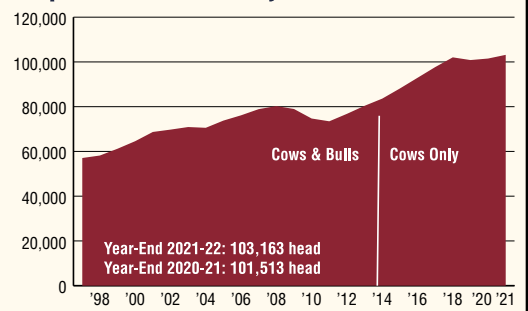
Graph 1. Recorded/Registered Calf Crop by Year



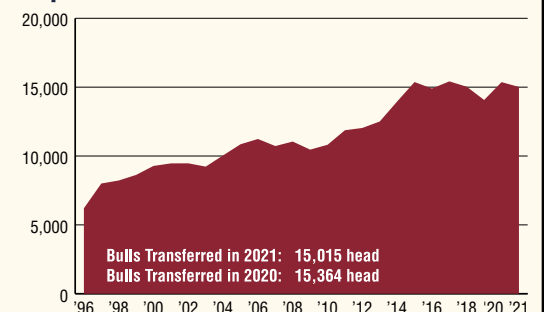
Graph 2. FCCP and Allied Access Enrollment



Graph 3. THR Cow Inventory



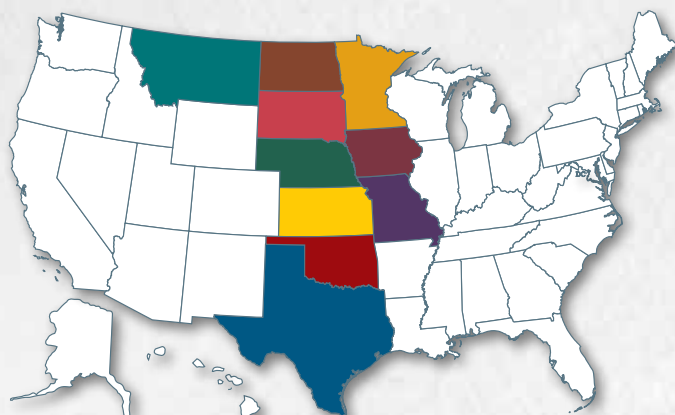
Graph 4. Bulls Transferred





## Members by State

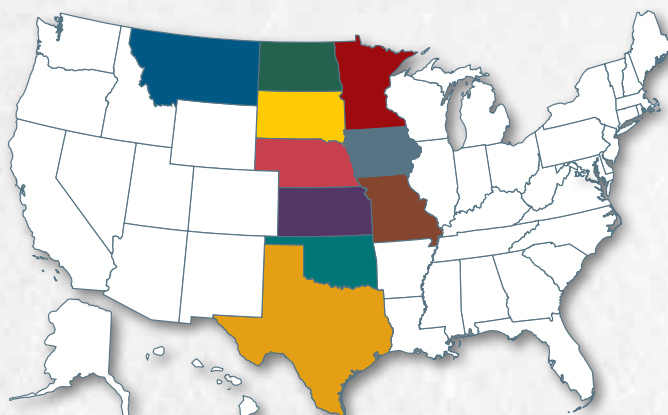
Total number of members in Fiscal Year 2021-22 – **3,081**



|                   |     |                       |     |
|-------------------|-----|-----------------------|-----|
| 1. Texas.....     | 377 | 6. Kansas .....       | 157 |
| 2. Missouri.....  | 205 | 7. Iowa .....         | 152 |
| 3. Oklahoma.....  | 198 | 8. South Dakota ..... | 141 |
| 4. Nebraska.....  | 165 | 9. Montana.....       | 130 |
| 5. Minnesota..... | 163 | 10. North Dakota..... | 112 |

## Transfers by State

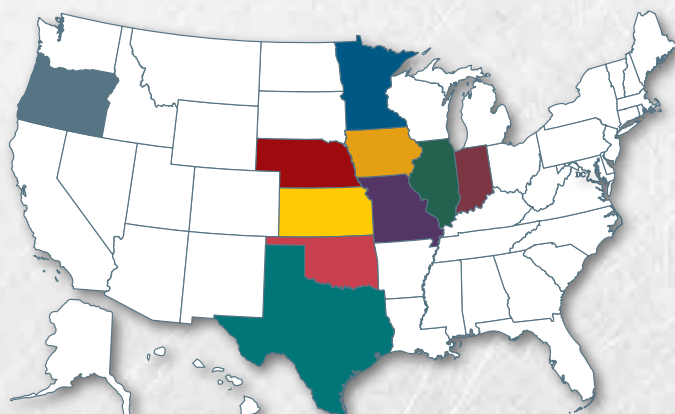
Number of bull transfers per each of the top 10 states



|                       |       |                      |       |
|-----------------------|-------|----------------------|-------|
| 1. Montana.....       | 5,291 | 6. Missouri.....     | 1,778 |
| 2. Texas.....         | 2,770 | 7. Oklahoma.....     | 1,624 |
| 3. Nebraska.....      | 2,633 | 8. North Dakota..... | 1,490 |
| 4. Kansas .....       | 2,038 | 9. Iowa.....         | 1,412 |
| 5. South Dakota ..... | 1,996 | 10. Minnesota.....   | 1,316 |

## JRA Members by State

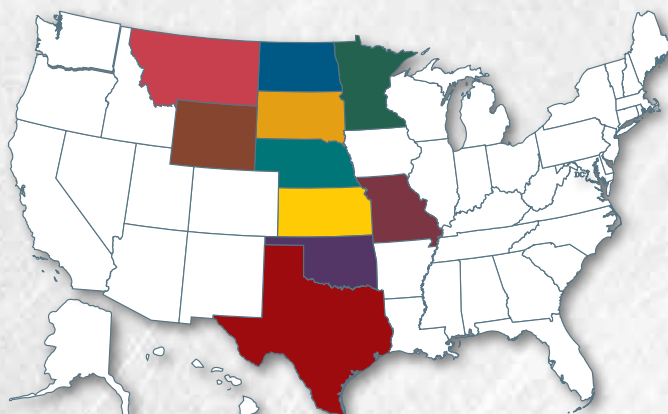
Total number of members in Fiscal Year 2021-22 – **1,349**



|                  |     |                    |    |
|------------------|-----|--------------------|----|
| 1. Texas.....    | 247 | 6. Kansas .....    | 63 |
| 2. Oklahoma..... | 154 | 7. Indiana .....   | 50 |
| 3. Iowa.....     | 91  | 8. Minnesota ..... | 48 |
| 4. Missouri..... | 81  | 9. Illinois .....  | 47 |
| 5. Nebraska..... | 68  | 10. Oregon .....   | 41 |

## Registrations by State

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



|                       |       |                      |       |
|-----------------------|-------|----------------------|-------|
| 1. Montana.....       | 8,953 | 6. North Dakota..... | 4,891 |
| 2. Nebraska.....      | 6,731 | 7. Oklahoma.....     | 4,107 |
| 3. South Dakota ..... | 5,229 | 8. Missouri.....     | 3,531 |
| 4. Texas.....         | 5,128 | 9. Wyoming .....     | 2,854 |
| 5. Kansas .....       | 5,009 | 10. Minnesota.....   | 3,745 |

## Top 10 Registrations by Sire

| Name                                      | #Progeny | ProS | HB  | GM  | CED | BW   | WW  | YW  | ADG  | DMI  | MILK | ME  | HPG | CEM | STAY | MARB | YG    | CW  | REA  | FAT   |
|---|----------|------|-----|-----|-----|------|-----|-----|------|------|------|-----|-----|-----|------|------|-------|-----|------|-------|
| WFL MERLIN 018A                           | 1,559    | 51   | 3   | 48  | 15  | -4.1 | 82  | 130 | 0.30 | 1.33 | 36   | 2   | 8   | 7   | 8    | 0.39 | -0.17 | 25  | 0.55 | -0.02 |
| BIEBER CL STOCKMARKET E119                | 1,072    | 163  | 86  | 76  | 16  | -5.4 | 75  | 126 | 0.32 | 1.74 | 18   | 2   | 8   | 11  | 20   | 1.22 | 0.15  | 20  | 0.26 | 0.08  |
| 3SCC DOMAIN A163                          | 763      | 118  | 63  | 55  | 14  | -1.4 | 63  | 104 | 0.26 | 1.50 | 25   | 2   | 14  | 3   | 19   | 0.57 | 0.22  | 34  | 0.11 | 0.06  |
| BIEBER CL ENERGIZE F121                   | 598      | 153  | 67  | 86  | 18  | -5.1 | 71  | 127 | 0.35 | 1.41 | 26   | 4   | 12  | 10  | 17   | 0.60 | 0.03  | 42  | 0.57 | 0.03  |
| 9 MILE FRANCHISE 6305                     | 596      | 128  | 60  | 67  | 16  | -5.3 | 58  | 106 | 0.30 | 2.08 | 37   | 5   | 10  | 12  | 15   | 0.52 | 0.04  | 41  | 0.62 | 0.04  |
| BIEBER SPARTACUS A193                     | 517      | 57   | 13  | 44  | 14  | -3.7 | 76  | 120 | 0.27 | 2.02 | 27   | 5   | 6   | 8   | 10   | 0.73 | 0.22  | 30  | 0.02 | 0.05  |
| COLLIER FINISHED PRODUCT                  | 510      | 149  | 102 | 46  | 18  | -6.0 | 54  | 93  | 0.24 | 1.48 | 27   | -3  | 18  | 11  | 18   | 0.47 | 0.14  | 26  | 0.14 | 0.04  |
| WFL PROFIT MAKER E7030                    | 505      | 95   | 59  | 36  | 19  | -7.3 | 65  | 98  | 0.21 | 1.02 | 32   | -8  | 5   | 10  | 15   | 0.45 | -0.01 | 16  | 0.29 | 0.02  |
| BIEBER CL ATOMIC C218                     | 441      | 124  | 72  | 51  | 17  | -3.9 | 74  | 127 | 0.33 | 1.90 | 28   | 3   | 8   | 10  | 19   | 0.52 | 0.14  | 31  | 0.03 | 0.02  |
| LSFS RR PRESIDENT 8177F                   | 375      | 164  | 104 | 59  | 15  | -4.7 | 73  | 107 | 0.21 | 1.38 | 27   | -1  | 15  | 12  | 18   | 0.92 | 0.03  | 24  | 0.38 | 0.03  |
| Avg. EPD "Weighted" by Registration Count |          | 113  | 55  | 57  | 16  | -4.6 | 71  | 117 | 0.29 | 1.56 | 29   | 1   | 10  | 9   | 15   | 0.64 | 0.05  | 28  | 0.33 | 0.03  |
| Average Percentile Rank                   |          | 32%  | 42% | 20% | 17% | 15%  | 26% | 22% | 22%  | 58%  | 32%  | 41% | 67% | 28% | 45%  | 26%  | 50%   | 37% | 25%  | 65%   |



**RED ANGUS ASSOCIATION OF AMERICA INC.**  
**STATEMENTS OF FINANCIAL POSITION**  
**June 30, 2022 and 2021**

**ASSETS**

|   | <b>2022</b>        | <b>2021</b>        |
|---|--------------------|--------------------|
|   | <i>(Audited)</i>   | <i>(Reviewed)</i>  |
| <b>CURRENT ASSETS</b>   |                    |                    |
| Cash  | \$389,614          | \$818,459          |
| Accounts receivable trade,<br>net of allowance for doubtful accounts of \$9,200 | 154,606            | 122,752            |
| Prepaid Expenses and Supplies   | 74,063             | 38,726             |
| Deposits  | <u>19,389</u>      | <u>9,013</u>       |
| Total Current Assets  | <u>637,672</u>     | <u>988,950</u>     |
| <br><b>PROPERTY AND EQUIPMENT, at cost</b>                                      |                    |                    |
| Land  | 125,000            | 125,000            |
| Computer Equipment  | 118,723            | 117,570            |
| Buildings   | 324,019            | 324,019            |
| Leasehold Improvements  | 390,340            | 390,340            |
| Furniture and Equipment   | 113,328            | 113,328            |
| Vehicles  | <u>88,869</u>      | <u>41,878</u>      |
|   | 1,160,279          | 1,112,135          |
| Less Accumulated Depreciation   | <u>(293,500)</u>   | <u>(253,302)</u>   |
|   | <u>866,779</u>     | <u>858,833</u>     |
| <br><b>OTHER ASSETS</b>   |                    |                    |
| Investments   | 4,332,725          | 4,253,332          |
| Computer Software & Index System  | 1,522,699          | 1,522,699          |
| Less Accumulated Amortization   | <u>(1,268,802)</u> | <u>(1,047,198)</u> |
|   | <u>4,586,622</u>   | <u>4,728,833</u>   |
|   | <u>6,091,073</u>   | <u>6,576,616</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, 2022 and 2021**

**LIABILITIES AND STOCKHOLDERS' EQUITY**

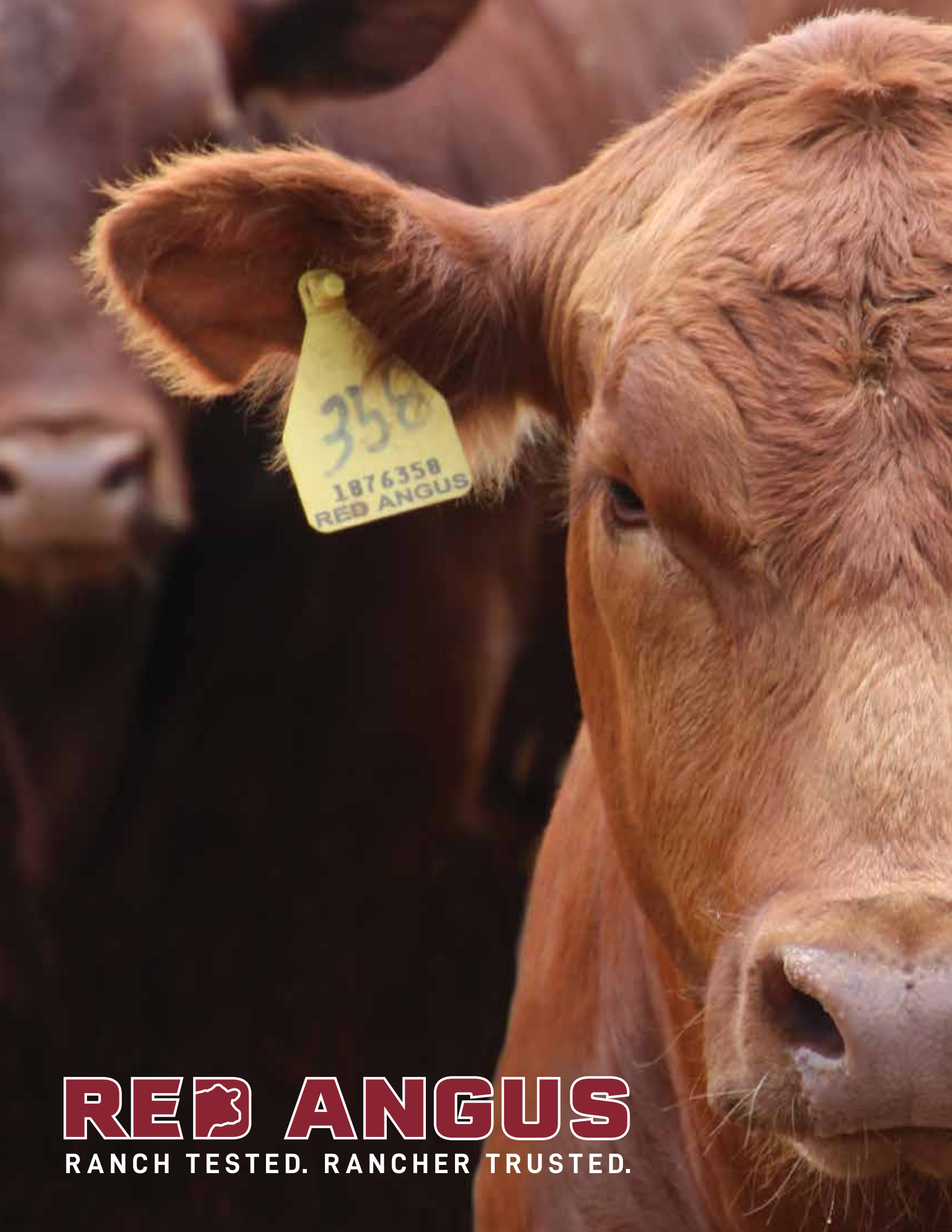
|                            | <b>2022</b>        | <b>2021</b>        |
|----------------------------|--------------------|--------------------|
|                            | <i>(Audited)</i>   | <i>(Reviewed)</i>  |
| <b>CURRENT LIABILITIES</b> |                    |                    |
| Accounts Payable, trade    | \$155,848          | \$162,015          |
| Accrued Expenses           | 80,170             | 70,165             |
| Deferred Revenue           | 135,280            | 106,980            |
| Due to Members             | 47,702             | 48,818             |
| Member Deposits Payable    | <u>18,375</u>      | <u>19,500</u>      |
| Total Current Liabilities  | <u>437,375</u>     | <u>407,478</u>     |
| Shareholders' Equity:      |                    |                    |
| Unrestricted Net Assets    | <u>5,653,698</u>   | <u>6,169,138</u>   |
|                            | <u>5,653,698</u>   | <u>6,169,138</u>   |
|                            | <u>\$6,091,073</u> | <u>\$6,576,616</u> |

**RED ANGUS ASSOCIATION OF AMERICA INC.  
STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS  
June 30, 2022 and 2021**

|  | <b>2022</b>        | <b>2021</b>        |
|--|--------------------|--------------------|
|  | <i>(Audited)</i>   | <i>(Reviewed)</i>  |
| <b>REVENUE AND SUPPORT</b>                     |                    |                    |
| Member Services                                | \$3,987,614        | \$3,939,162        |
| Magazine                                       | 747,608            | 687,610            |
| Juniors  | 92,410             | 54,097             |
| Investment Return                              | (217,544)          | 889,349            |
| Other  | 0                  | 3,904              |
| Forgiveness of debt – SBA PPP                  | <u>0</u>           | <u>211,035</u>     |
| Total Revenues and Support – Unrestricted      | <u>4,610,088</u>   | <u>5,785,157</u>   |
| <b>EXPENSES</b>                                |                    |                    |
| Member Services                                | 4,207,287          | 3,847,834          |
| Magazine                                       | 790,502            | 773,107            |
| Junior Activities                              | <u>127,739</u>     | <u>59,289</u>      |
| Total Expenses – Unrestricted                  | <u>5,125,528</u>   | <u>4,680,229</u>   |
| Decrease (Increase) in Unrestricted Net Assets | (515,440)          | 1,104,928          |
| Unrestricted Net Assets, Beginning of Year     | <u>6,169,138</u>   | <u>5,064,210</u>   |
| Unrestricted Net Assets, End of Year           | <u>\$5,653,698</u> | <u>\$6,169,138</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.**