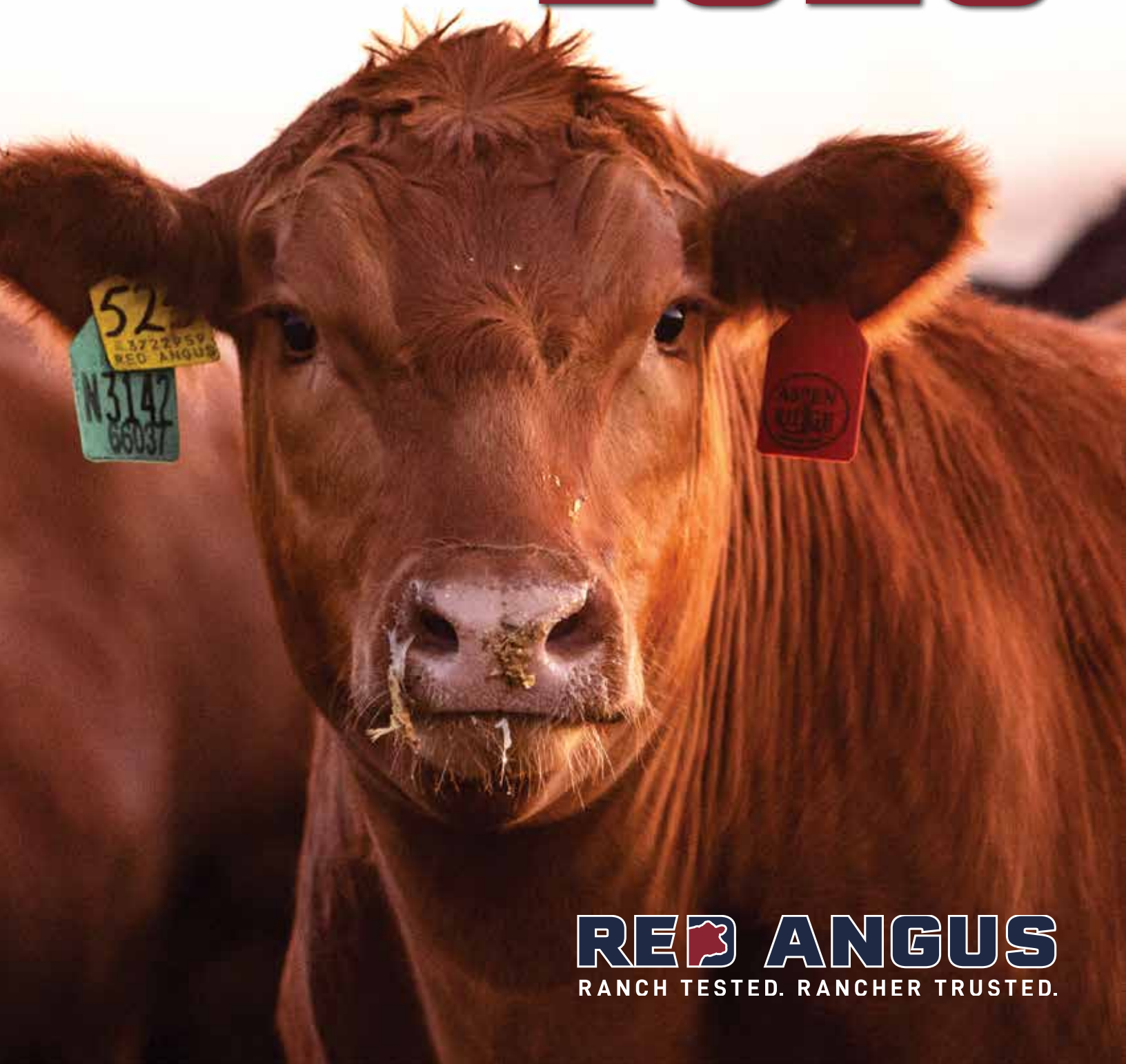


RED ANGUS ASSOCIATION OF AMERICA

Annual Report

2023



RED ANGUS
RANCH TESTED. RANCHER TRUSTED.



Red Angus – Forging Ahead with Confidence

by Tom Brink, RAAA chief executive officer

There were many positives for Red Angus and the RAAA during the 2022-2023 fiscal year. Perhaps most noteworthy is that the number of active Red Angus females increased once again, despite challenging drought

conditions in many parts of cattle country. This increase was not large – up 1.3% to 104,547 head, compared to last year. However, the positive statement any size increase makes for the health of Red Angus is worth underscoring.

U.S. beef cow numbers shrank 4% during the past year and are down 8% in the past three years. From 2020 to 2023, the national Red Angus cowherd grew 4%, even though many RAAA members ranch in areas hit hard by drought. Talk about bucking the trend! Red Angus hit a new high in active female numbers, while the overall beef cowherd dropped to its lowest level in more than 60 years. With the moderation of drought conditions and the strengthening of the cattle market, the foundation for further growth has been established.

Red Angus bull prices also set a record during the combined fall 2022 and spring 2023 sale season. Price data collected by the RAAA marketing team pegs average bull prices in the most recent 12-month period at \$5,628 per head. One year earlier, comparable prices averaged \$5,254. We do not have a precise count on the total number of Red Angus bull sold. However, it's safe to say that our growing cow inventory is resulting in more bulls being marketed, and with prices rising, Red Angus bull demand can be characterized as strong and getting stronger.

Another growth category worth mentioning is DNA testing. Red Angus breeders are committed to maintaining accurate pedigrees on their cattle. That goal drove parentage testing up 17% year over year. They are also tapping into the increased EPD accuracies that accompany genotyping. DNA testing to obtain

genomically enhanced EPDs rose 7%. Among registered Red Angus animals, 23% are now being genotyped.

President Theodore Roosevelt once famously said, “Knowing what’s right does not mean much unless you do what’s right.”

RAAA is working hard to do what is right for its members, their commercial customers and the beef industry. One example is our spearheading of a multi-organizational movement called the Genetic Merit Pricing Task Force. GMP’s singular goal is to identify ways to accelerate the uptake and use of genetic information in the feeder cattle and calf market. These markets are largely color and appearance based today, which is what GMP will work to change. Moving from subjective characterizations toward objective value measurements in pricing feeder cattle will be a big leap forward and can effectively stimulate faster genetic progress industry-wide. Good genetic cattle will be rewarded, and that is good for Red Angus.

Finally, a highlight of the year is our progress in education under the direction of Kim Heller, Ph.D., and numerous other RAAA employees. In its third year, Learn From the Best continues to impact younger breeders seeking to learn from the older generation of successful seedstock producers. Our efforts with juniors are expanding as well, with the RAAA board voting in June to launch our first Red Angus Youth Expo scheduled for June 10-14, 2024, in Chickasha, Oklahoma. This event will provide opportunities for youth and their families to engage in education, competitions and Junior Red Angus national heifer, steer and bull shows.

Much more could be discussed about the many ways Red Angus and RAAA are forging ahead with confidence in the future. The cattle are right for the times, and decades-long work of breeders past and present is paying off. Stay tuned for exciting times ahead! //





Red Angus Charts Another Year of Progress

by Steve Koester, RAAA president

I hope this article finds you all in stirrup-high grass and tired from making mountains of hay. Not everyone has received rain this year. However, it appears the drought effects have minimized substantially from last year.

Cattle prices are considerably higher than 2022 and have solid metrics to indicate they will stay that way for an extended period. Red Angus genetics are as popular as ever, as noted in the bull sale data collected by our staff. Times are good – let's make hay while the sun is shining.

Allow me to touch on just a few metrics supporting the statements made above. The growth numbers we track at Red Angus, such as active cow numbers and memberships, indicate substantial improvement all while the nation was going through a record drought. Once again, Red Angus has proven that it excels in all environments and shines through with profitability.

We witnessed record sales of Red Angus cattle all the while our genetic trends show our breed is stepping up to the challenge and raising the bar for multi-trait, high quality cattle in volume. The Red Angus membership has always accepted the fact that “good” is not good enough, and you are always striving for the best cattle you can raise. It shows in sales receipts. Kudos to you and keep up the good work. This breed excels in so many areas and the industry is taking note.

We are also making progress in our quest for market equity. One example of our progress is the implementation of the Brazen Beef Program with Adams Land and Cattle. This program includes conventional and natural-fed cattle, red or black hided, and fits Red Angus perfectly because our breed is sustainable.

Red Angus is the founding entity of the Genetic Merit Pricing Task Force, an industry-wide group of leaders tasked with the challenge of removing hide color as an indicator of quality and replacing it with genetic merit that is objectively determined. This unique task force will be populated by leaders working for the common good of our industry. Lastly, we have made progress with the packing industry and Red Angus are moving through their plants in higher volume.

I would be remiss not to thank my board of directors for being dedicated, thought-provoking, industry leaders who have always had the best interests of this great breed and the entire beef industry at the forefront of their decision making. As I close out my tenure at Red Angus, thanks also go to our staff for your dedication to this breed and its members. We are blessed with a fantastic staff!

I will leave you with a quote by Theodore Roosevelt that I feel sums up your board and staff. “Do what you can, with what you have, where you are.”

Whistle, Grin and Ride! //



Red Angus Board of Directors



Seated from left are Tony Ballinger, Morgan Mills, Texas, Area 4 – Southwest director and first vice president; Kay Klompfen, Manhattan, Montana, Region A director and board secretary; Stephanie Jung, Mina, South Dakota, Area 5 – Northern Plains director; and Rob Hess, Hershey, Pennsylvania, Area 7 – Northeast director.

Standing from left are Steve Koester, Steele, North Dakota, president; Jeff Pettit, Sebree, Kentucky, Region C director and second vice president; Chuck Feddes, Manhattan, Montana, Region A director; Jim Yance, Columbia, Alabama, Area 8 – Southeast director; Jason Anderson, Oberlin, Kansas, Area 6 – Great Plains director; Stuart Gilbert, Stockport, Iowa, Area 9 – Midwest director; Aaron Kravig, Karval, Colorado, Area 3 – Rocky Mountain director; Craig Bieber, Leola, South Dakota, Region B director; and Tom Brink, RAAA CEO. Not pictured is George Murdock, Pendleton, Oregon, Area 1 – West director.

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.

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 toward 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 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-influenced 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.



66,406
Head
Registered



141,040
Head Enrolled
in Feeder Calf
Certification
Program



104,547
THR Cow
Inventory

20,680
Head
Enrolled in
Allied Access



3,106
RAAA
Members



3,381,294
Head Enrolled
in Feeder Calf
Certification
Program & Allied
Access Since
1995



1,356
JRA
Members



13,949
Bulls Transferred





On Track to Move the Breed Forward

by Rachael Oliver, RAAA commercial marketing specialist

Riding a roller coaster has its ups and downs, pun intended. You feel the excitement of the highs and the fear of the drastic lows it goes through. Even when the ride is done, you're typically left with that small amount of fear, but filled with excitement ready to hit the next one. This is the best way I can describe how this year felt for the marketing team.

We reached new heights as a team with major breakthroughs with industry partnerships and marketing opportunities, but also faced challenges and are striving to regain our momentum.

The Highs

This fall 2022 and spring 2023 bull markets created another great sale season. In the fall, we ended just a little behind from the fall of 2021, but finished it out averaging \$5,679. This spring, we hit a record high of \$5,636, selling around 7,686 bulls. The excitement of sale season showed there is momentum and high demand for Red Angus genetics.

Throughout the fall and spring, the commercial marketing team has been building on our industry partnerships. Starting in September 2022, we began a partnership with Adams Land and Cattle. By partnering with this large scale feedyard, it moves us upward on our roller coaster. With the Strategic Plan's Critical Objective #1 getting closer into view by working alongside Adams, we're able to help producers see a bright side in the feeder calf market and gain

demand. The ultimate high point of this partnership is that Adams will purchase all red-hided calves enrolled in the IMI Global CARES program and then funnel them into Tyson's Brazen branded beef program. The tracks finally all laid out before us, giving a view of Red Angus calves back in demand.

The Lows

With all good roller coasters, there is a point in the ride where you fall downward. Sadly, our team experienced that feeling with the departure of Harold Bertz, Chessie Mitchell and Nolan Woodruff.

However, our team is full again as we head into the fall season. Lauren Weingardt joined the team this summer as a value-added program specialist, with Jeananne Drouhard moving into our value-added programs lead. We're excited to announce that Kelly Smith will be joining us as director of marketing on Oct. 1. Cory Peters and Taylor Ohlde started as commercial marketing specialists in mid-September.

Despite the challenges, our mighty team continues to stay on track working to move the Red Angus breed to new heights. We have our highs and lows, but those only make us stronger as we continue to make headway with the goal to accomplish Critical Objective #1.

With our strengthened partnerships and short cattle supplies, Red Angus is in a great position to change the beef industry's perception of red-hided cattle. So, hang tight on this roller coaster and enjoy the ride. //





Improving Genetic Testing Procedures

by Lindsay Upperman, Ph.D., RAAA director of breed improvement

Over the past year, several changes have occurred in the RAAA breed improvement department. These changes include organizational changes along with continued progress to the genetic evaluation. Ryan Boldt, past director of breed improvement, left RAAA to join International Genetic Solutions. After Boldt's departure, RAAA promoted Lindsay Upperman, Ph.D., to the director of breed improvement position. Her role will involve providing reliable information on genetics of beef cattle to members and ensuring that the breed improvement department meets its goals as outlined in the RAAA strategic plan.

The department is working on projects for new trait development and aiming to add these traits into the weekly single-step genetic evaluations. In partnership with IGS, there is continuous commitment toward these shared goals. The traits included in this development include mature weight, dry matter intake and heifer pregnancy. In addition, with currently published genetic evaluations, several other improvements are being

evaluated. With the constant increase of data in the genetic evaluation, the weekly update has become harder to meet, with updates more common later in the day on Tuesdays. The IGS team is continuing to assess this predicament and will hopefully have adjustments soon to keep to the weekly timeline. Along with this work, the traditional yearly updates were applied to the across breed adjustment factors for carcass EPDs as well as updating of pricing information for the selection indexes.

Last year, the oversight of the DNA department moved to the breed improvement department, which led to changes to the DNA team. As additional organizational changes transpired, Upperman and Ryan Starkey, our DNA customer service specialist, managed the two departments simultaneously. With the daily support of the DNA department, RAAA has 118,050 genotyped animals in the weekly genetic evaluation. In this year alone, more than 15,000 animals were genotyped, with another 16,000 animals being parentage tested. The DNA department is looking forward to the coming year as new staff get hired and we continue to increase and improve the process of genetic testing within the Red Angus breed! //





Lisa Bryant



Tracey Koester

Looking at the Here and Now; Focusing on the Future

by Lisa Bryant, RAAA director of communications, and Tracey Koester, RAM publisher

During this past fiscal year, the communications team has created new marketing tools for breeders, and in this next year, we hope to start opening eyes in the beef industry to build the breed as a dominant force.

The Red Angus Magazine continues to reach RAAA members and commercial cow-calf producers, carrying a strong message of the breed's sustainability and profitability.

New this year was the Genetic Advancement issue, making its way to mailboxes in mid-February. We designed it to highlight semen sales and related AI services. Breeders also promoted bull sales. The issue reached the same mailing list as the regular issue.

To accommodate advertisers, we moved the release date of the May/June issue up to May. This afforded advertisers the opportunity to promote May private treaty and semen sales.

Another significant change was made to our weekly eNews, our primary tool to deliver quick news and information. A fresh look was incorporated and the news was streamlined for quicker reading, but more details are available in one click. As a result, open rates jumped considerably to the current 39.93%. For comparison, the average open rate in agriculture and food is 22.71%.

Since electronic newsletters offer one of the highest returns on investment for communications platforms, we offered eNews advertising this spring. Our advertisers reported additional calls

and catalog links received good click rates. This fall, we will offer banner ads on our website.

Our social media properties continue to grow. Over the fiscal year, RAAA's Facebook profile has reached 2,245,184 people, which is an increase of 342.4%. Our Instagram profile reaches nearly 30,000. The Junior Red Angus Facebook profile has reached 83,378 this year.

As we neared the fiscal year's end, our team transitioned. Brandi Buzzard Frobose stepped down as director of communications for a part-time role as RAM editor and RAAA social media manager. Lisa Bryant, a contractor for two years, moved into the full-time director of communications role. Katie Martin, who has been the assistant director of marketing joined our team as assistant director of communications. RAM Publisher Tracey Koester continues to publish the magazine and design other projects. Pennsylvania native and Oklahoma State University student Amy Wampler joined us as our summer intern. We have appreciated her contributions and pitching in wherever needed.

Our team has spent the summer filling in with convention and marketing team tasks, but we're excited to settle into our communications positions after convention. As we shift focus, we're performing audits to ensure our efforts are effective and efficient. Watch for some exciting, new projects and branding efforts to support our strategic plan.

Mahatma Gandhi once said, "The future depends on what we do in the present." That's a great depiction of the job of our team. While part of our role is shaping the current breed messaging, a large strategic component centers around creating the breed's brand in the next five to 10 years. We hope to start positioning the Red Angus breed in the driver's seat as we move into 2023-2024. //





The Lifeblood of Our Breed – Junior Programs

by Kim Heller, Ph.D., RAAA 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 2022-2023

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 JRA Round-Up to explore agriculture “On Mountain Time.” The five days throughout Colorado, Wyoming and western Nebraska were jam-packed with education and fun for the 60 participants from 16 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 scholarships, guide continuous improvement for the organization and elect the 2022-2023 board of directors: Emma Ahrendsen, Iowa; Peri Andras, Illinois; Leah Evans, Iowa; Natalie Evans, Illinois; Cameron Ison, Kentucky; and Mitchell VanderWal, South Dakota.

The Young Stockman Program was attended by 30 participants from 11 states in November in north central Iowa. This weekend experience was driven by hands-on learning experiences where members learned about entrepreneurship, direct-to-consumer marketing and agricultural advocacy. Participants toured both grass-fed and grain-finished direct-to-consumer operations, a local processing plant, a restaurant serving locally sourced beef, as well as participated in advocacy workshops led by Shaye Koester with Casual Cattle Conversations.



2022-23 Junior Red Angus Board

From left are Mitchell VanderWal, South Dakota; Natalie Evans, Illinois; Leah Evans, Iowa; Peri Andras, Illinois; Cameron Ison, Kentucky; and Emma Ahrendsen, Iowa.

The 2023 Cattleman’s Congress in Oklahoma City was home to the National Junior Red Angus Show. The event showcased junior members throughout multiple days featuring the Red Angus National Pen Show, Bull Show, Female Show and Junior Show. Additionally, the junior board engaged with exhibitors to learn more about the Red Angus breed and the beef industry.

On the international front, Mitchell VanderWal represented the United States at the Canadian Angus Association G.O.A.L. Youth Leadership Conference in Toronto. During GOAL, the juniors hear from motivational and educational speakers, participate in workshops, get involved in teamwork activities and develop beef and industry knowledge.

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





Red Angus – Expanding Tradition

by Erin Dorsey, RAAA show coordinator

Cattlemen's Congress hosted our National Open and Pen Show along with our National Junior Owned and Bred-and-Owned Shows. We had a great show in Oklahoma City with record numbers and exhibitors!

The JRA board and staff focused their barn time on junior leadership development and fellowship within the barns. RAAA awarded Minnesota's Colby Lind the 2023 RAAA Herdsman of the Year honor. The award was well deserved by a previous Red Angus junior that grew up through the Red Angus youth

program. A highlight of the show was auctioning off a donation heifer from J6 Farms and a painting. The fundraiser gathered more than \$28,000 to support JRA and the show program.

The fall run of regional shows will kick off with our newest regional show at the Iowa State Fair and then move into the American Royal, Northern International Livestock Exposition, Western National Red Angus Show and North American International Livestock Exposition. All entry deadlines for these show can be found on our website and on social media.

Moving into the 2024 show season, we look forward to lots of new and exciting events in store for Red Angus breeders and exhibitors. Our National Open, Junior and Pen Show will be held at the 4th Annual Cattlemen's Congress in Oklahoma City Jan. 1-4, 2024. Rounding out January and February are the last regional shows with National Western Stock Show and the Fort Worth Stock Show.

With the excitement of summer around the corner, JRA and RAAA will host the first Red Angus Youth Expo. The Reds on Route 66 will be held June 9-14, 2024, in Chickasha, Oklahoma. This event will include lots of junior educational events, career development, new contests, shows and other new shows included in the lineup for the upcoming year. We look forward to seeing everyone at the Red Angus Youth Expo as we start a NEW tradition for our exhibitors and members to attend!

As you travel to shows this season, remember to thank the staff and volunteer networks making these events possible. Also, don't forget the family members taking care of things at home, allowing you 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! //





Record Industry Prices and Breed Growth

by Rachael Oliver, RAAA commercial marketing specialist

The fiscal year 2022-2023 ended June 30 as the beef industry finally experienced the stars aligning near the second half of 2023. As the beef cow inventory continues to decline while consumer demand for red meat is rising, the markets are finally benefitting commercial cattle producers.

RAAA posted a year of growth in many segments. Work focusing on the Red Angus Strategic Plan continues to push open marketing avenues and is starting to change the process of feeder calf differentiation.

Membership in RAAA grew to 4,792 members this fiscal year. With the continued increase in new members, new Red Angus enthusiasts bring fresh ideas – allowing us to better the breed. Junior members make up 1,365 of the 4,792 members. This is a huge accomplishment to our staff and volunteers who continue guiding our youth to success and giving them opportunities to grow within Red Angus.

Even in the midst of much of the country struggling with extreme drought conditions, our total registrations hit an all-time high at 66,406. Red Angus females showed value and resilience through the drought, and this allowed many cattle producers to maintain and grow the herd despite the challenges.

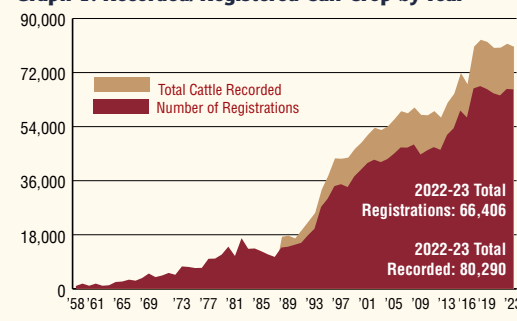
A record-breaking bull sale season brought excitement and increased visibility to the Red Angus breed. Our team saw 1,163 head average \$5,679 during the fall 2022 run and 7,686 head average \$5,636 during spring of 2023. The data collected shows commercial producers continue to seek out balanced-trait bulls that check all the boxes to accomplish multiple improvements in their herds.

Our tagging program has maintained similar totals to last year even with huge herd reductions on the commercial side. This year, 141,040 head were enrolled in the Feeder Calf Certification Program and 20,680 head in the Allied Access Program.

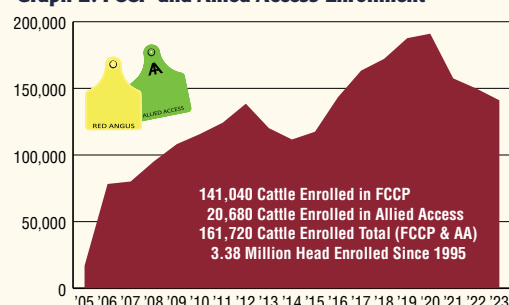
The future continues to be bright as RAAA and the beef industry experience an uptick in the market. We once looked at the horizon for making profits in cow-calf production, but the time is finally here. The Red Angus board, breeders and staff have the tools ready to share, allowing the breed to continue pushing forward to a profitable and sustainable production system. //



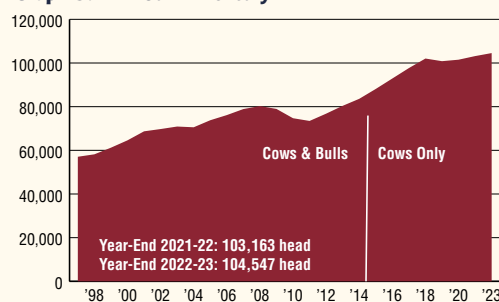
Graph 1. Recorded/Registered Calf Crop by Year



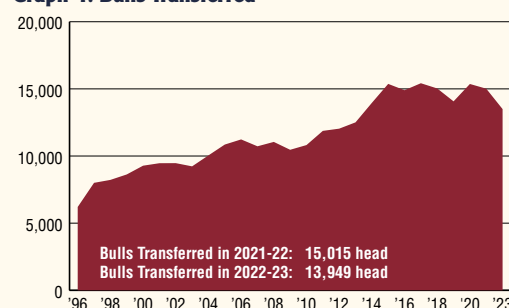
Graph 2. FCCP and Allied Access Enrollment



Graph 3. THR Cow Inventory



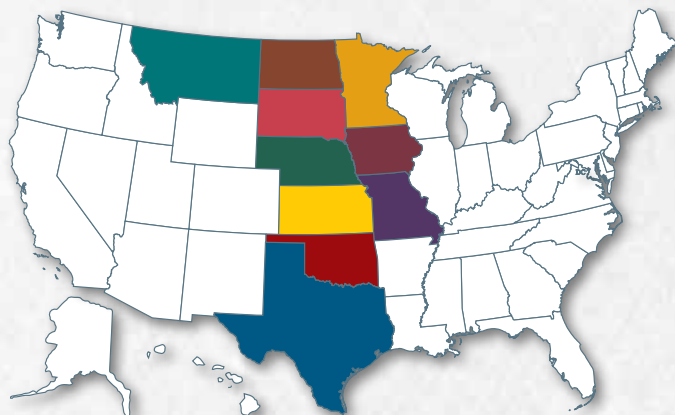
Graph 4. Bulls Transferred



Year in Review

Members by State

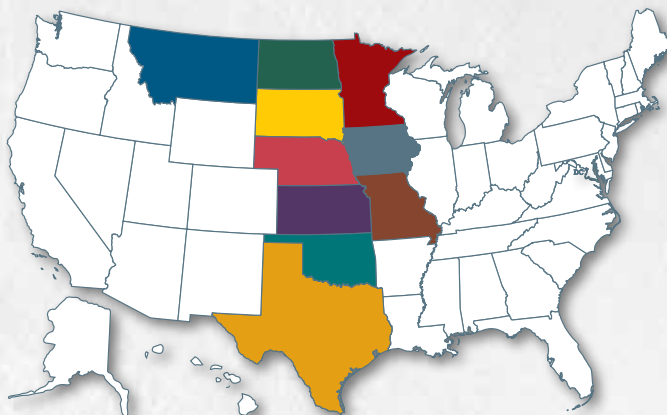
Total number of members in Fiscal Year 2022-23 – **3,106**



1. Texas.....	381	6. Kansas	165
2. Oklahoma.....	211	7. Iowa	163
3. Missouri.....	198	8. South Dakota	143
4. Minnesota	169	9. Montana.....	134
5. Nebraska.....	167	10. North Dakota.....	105

Transfers by State

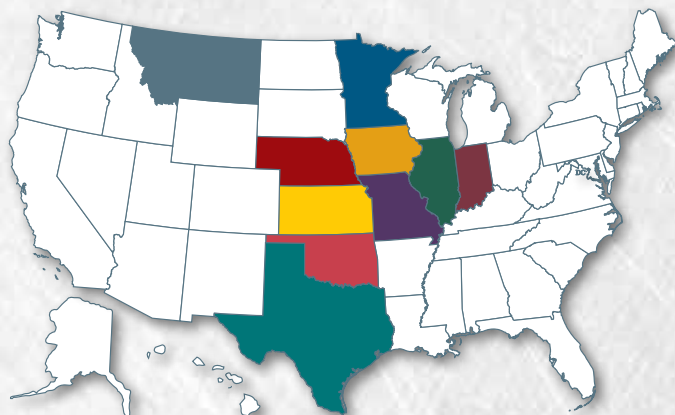
Number of bull transfers per each of the top 10 states



1. Montana.....	3,218	6. Kansas	1,846
2. Texas.....	2,789	7. Minnesota	1,505
3. Nebraska.....	2,372	8. Missouri.....	1,498
4. South Dakota	1,953	9. North Dakota.....	1,206
5. Oklahoma.....	1,852	10. Iowa	893

JRA Members by State

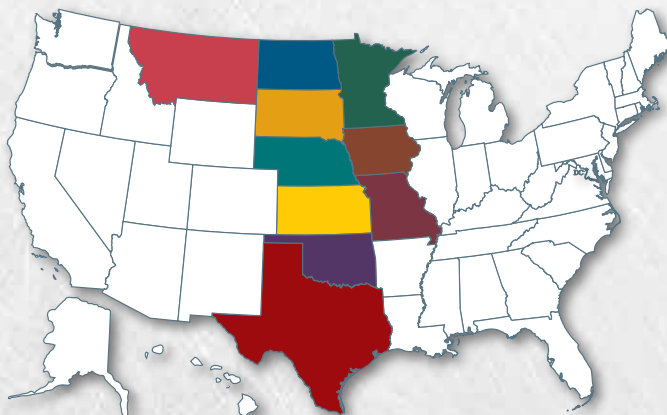
Total number of members in Fiscal Year 2022-23 – **1,365**



1. Texas.....	232	6. Minnesota	60
2. Oklahoma.....	168	7. Kansas	56
3. Iowa	111	8. Illinois	48
4. Missouri.....	97	9. Indiana	48
5. Nebraska.....	64	10. Montana.....	39

Registrations by State

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



1. Nebraska.....	7,864	6. North Dakota.....	4,787
2. Montana.....	7,341	7. Missouri.....	3,090
3. Texas.....	5,908	8. Minnesota	3,028
4. South Dakota	5,234	9. Oklahoma.....	2,983
5. Kansas	5,226	10. Wyoming	2,831

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
BIEBER CL STOCKMARKET E119	1577	132	52	79	17	-5.0	75	128	0.33	2.20	24	11	6	12	16	1.23	0.16	25	0.35	0.08
BIEBER CL ENERGIZE F121	1503	91	33	58	18	-5.5	61	106	0.28	1.57	29	11	12	9	14	0.57	0.01	23	0.34	0.02
WFL MERLIN 018A	632	82	20	62	15	-4.1	82	129	0.30	1.17	39	0	10	7	8	0.53	-0.22	24	0.60	-0.04
9 MILE FRANCHISE 6305	615	141	71	70	16	-5.1	57	107	0.31	2.13	39	3	10	13	16	0.51	0.04	43	0.66	0.05
3SCC DOMAIN A163	472	114	54	60	15	-1.5	63	105	0.26	1.51	27	4	15	3	17	0.62	0.21	34	0.14	0.06
KJL/CLZB COMPLETE 7000E	458	115	22	94	12	-2.4	79	136	0.36	2.05	24	14	13	7	10	1.01	0.10	41	0.25	0.02
PIE CAPTAIN 057	428	94	68	27	16	-5.1	66	108	0.26	2.02	41	15	11	9	19	0.57	0.03	8	0.39	0.06
COLLIER FINISHED PRODUCT	393	121	81	40	16	-5.9	54	90	0.23	1.56	14	0	15	11	17	0.46	0.12	23	0.10	0.04
5L GENUINE 1603-195C	385	121	26	94	17	-3.0	73	122	0.30	2.07	35	9	4	13	11	1.22	0.22	45	0.10	0.04
PIE QUARTERBACK 789	323	129	48	81	17	-5.7	68	125	0.36	1.88	40	16	12	9	16	0.79	-0.04	25	0.41	0.01
Avg. EPD "Weighted" by Registration Count	113	46	67	16	-4.6	68	116	0.30	1.83	30	9	10	10	14	0.79	0.06	28	0.35	0.04	
Average Percentile Rank	23%	64%	10%	15%	10%	30%	20%	15%	76%	15%	75%	70%	10%	60%	5%	45%	35%	18%	80%	

Meet the Staff



Tom Brink
CEO



Lindsay Upperman
Director of Breed Improvement



Halla Pfeiff
Executive Assistant



Janet Russell
Accounting Director



Kim Heller
Director of Education and Junior Programs



Kaitlyn Fulmer
REDSPRO & Registry Specialist



Stephanie Essegian
REDSPRO & Registry Specialist



Dalli Hobbs
Membership & Accounts Receivable



Ryan Starkey
Member Services & DNA Specialist



Ariana De La Garza
Member Services & DNA Specialist



Julia Sanderson
Member Services & DNA Specialist



Lisa Bryant
Director of Communications



Katie Martin
Assistant Director of Communications



Tracey Koester
Red Angus Magazine Publisher



Brandi Buzzard
Frobese Editor, Social Media



Erin Dorsey
Show Specialist



Andi Inmon
Receptionist



Kelly Smith
Director of Commercial Marketing



Rachael Oliver
Commercial Marketing Specialist



Josh Taylor
Commercial Marketing Specialist



Cory Peters
Commercial Marketing Specialist



Taylor Ohlde
Commercial Marketing Specialist



Jeananne Drouhard
Value-Added Department Team Lead



Lauren Weingardt
Value-Added Programs Specialist



Kenda Ponder
Database & Registry Consultant



Tom Ballard
Programmer



Roy Sebastian
Programmer

RED ANGUS ASSOCIATION OF AMERICA INC.
STATEMENTS OF FINANCIAL POSITION
June 30, 2023 and 2022

ASSETS

	2023	2022
	<i>(Reviewed)</i>	<i>(Audited)</i>
CURRENT ASSETS		
Cash	\$335,449	\$389,614
Cash task force restricted	68,333	-
Accounts receivable trade	131,065	154,606
Prepaid Expenses and Supplies	161,024	74,063
Deposits	<u>690</u>	<u>19,389</u>
Total Current Assets	<u>696,561</u>	<u>637,672</u>
 PROPERTY AND EQUIPMENT, at cost		
Land	125,000	125,000
Computer Equipment	124,349	118,723
Buildings	324,019	324,019
Leasehold Improvements	390,340	390,340
Furniture and Equipment	113,328	113,328
Vehicles	<u>116,504</u>	<u>88,869</u>
	1,193,540	1,160,279
Less Accumulated Depreciation	(353,409)	(293,500)
	<u>840,131</u>	<u>866,779</u>
 OTHER ASSETS		
Investments	4,807,893	4,332,725
Operating lease, right of use	50,589	-
Computer Software & Index System	1,522,699	1,522,699
Less Accumulated Amortization	<u>(1,490,699)</u>	<u>(1,268,802)</u>
	<u>4,890,482</u>	<u>4,586,622</u>
	<u>\$6,427,174</u>	<u>\$6,091,073</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, 2023 and 2022

LIABILITIES AND STOCKHOLDERS' EQUITY

	2023	2022
	<i>(Reviewed)</i>	<i>(Audited)</i>
CURRENT LIABILITIES		
Accounts Payable, trade	\$158,460	\$155,848
Accrued Expenses	120,433	80,170
Deferred Revenue	132,350	135,280
Due to Members	71,088	47,702
Operating lease, current portion	13,197	-
Member Deposits Payable	-	<u>18,375</u>
Total Current Liabilities	<u>495,528</u>	<u>437,375</u>
Other Liabilities:		
Operating Lease, Non-Current	37,392	-
Shareholders' Equity:		
Unrestricted Net Assets	5,825,921	<u>5,653,698</u>
Restricted Net Assets, Task Force	<u>68,333</u>	-
	<u>5,894,254</u>	<u>5,653,698</u>
	<u>\$6,427,174</u>	<u>\$6,091,073</u>

RED ANGUS ASSOCIATION OF AMERICA INC.
STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS
June 30, 2023 and 2022

	2023	2022
	<i>(Reviewed)</i>	<i>(Audited)</i>
REVENUE AND SUPPORT		
Member Services	\$4,414,894	\$3,987,614
Magazine	829,451	747,608
Juniors	104,447	92,410
Genetic meric pricing task force - task force restricted	68,333	-
Investment Return, Net	485,244	(217,544)
Total Revenues and Support – Unrestricted	<u>5,902,369</u>	<u>4,610,088</u>
EXPENSES		
Member Services	4,679,261	4,207,287
Magazine	863,291	790,502
Junior Activities	<u>119,261</u>	<u>127,739</u>
Total Expenses	<u>5,661,813</u>	<u>5,125,528</u>
Increase (Decrease) in Net Assets	240,556	(515,440)
Net Assets, Beginning of Year	<u>5,653,698</u>	<u>6,169,138</u>
Net Assets, End of Year	<u>\$5,894,254</u>	<u>\$5,653,698</u>

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

RED ANGUS

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