

LONG-RANGE OBJECTIVES

Our Mission

To provide programs, resources and leadership that improve and promote the Angus breed, enhance the livelihoods of family farmers and ranchers, and exceed consumer expectations.



DRIVE BREED IMPROVEMENT

- Maintain high quality phenotypic data collection and submission by increasing the simplicity and value for committed data collectors
- Demonstrate the value of the World Angus Evaluation and produce the undisputed global currency for describing Angus genetics
- Characterize maternal traits most relevant to commercial cow-calf success
- Characterize performance and carcass traits to keep Angus the preferred breed of feeders and packers
- Leverage non-traditional data sources for research, economic insight and the development of enhanced or new selection tools
- Direct and support research for advancing the Angus breed and the beef industry



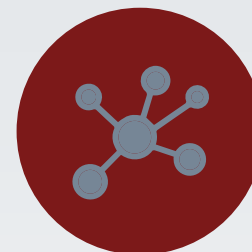
ENHANCE MEMBERSHIP EXPERIENCE AND SUCCESS

- Deliver innovative tools, programs, and services that meet the evolving and diverse needs of members while enhancing the overall value of Association membership
- Provide members world-class customer service and support
- Develop the next generation of Angus leaders and advocates through innovative programs, activities and scholarships for youth and young adults
- Drive demand for registered Angus seedstock by increasing the value and confidence in the registration certificate and Association tools and programs
- Provide opportunities for Angus fellowship and member interaction



FOSTER PROFITABILITY OF COMMERCIAL CATTLE PRODUCERS

- Support commercial beef producers in achieving greater results through predictable, high-impact, value-driven genetic resources
- Drive *Certified Angus Beef*® brand demand and communicate best management practices for capturing brand premiums
- Drive AngusLinksm growth to facilitate value discovery and the return on genetic investment
- Engage with all segments of commercial beef production to grow understanding of and confidence in Angus genetics and programs
- Increase the awareness and value of an Affiliate Membership



SERVE AS A TRUSTED INDUSTRY RESOURCE

- Employ the best and brightest team members who are committed to the successful future of Angus and the beef industry
- Offer valuable and impactful educational programming for industry stakeholders and members of all ages
- Be an industry resource of choice for science-based and industry-relevant beef production information and resources
- Deliver cutting-edge media, marketing and communication tools for Angus breeders and industry stakeholders
- Help cattle producers connect with domestic and global beef consumers and be a leading voice on the factors influencing beef demand
- Be a leading voice in beef genetic technology and improvement



GROW CONSUMER TRUST AND LOYALTY

- Grow supply and enhance transparency around CAB® brand production practices
- Grow CAB® sales and the network of brand partners across all business segments and product categories
- Identify and position the brand as an accessible, premium, everyday luxury
- Cultivate a richer, more personalized brand experience resulting in greater consumer loyalty
- Increase brand entrenchment and value among licensees