

# ANGUS LONG-RANGE OBJECTIVES

THE BUSINESS BREED

## Our Mission

To provide programs, services, technology and leadership to enhance the genetics of the Angus breed, broaden its influence within the beef industry, and expand the market for superior tasting, high-quality Angus beef worldwide.



### DRIVE BREED IMPROVEMENT

- 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
- Be the global leader in Angus genetic evaluation and in delivering selection tools for different environmental, management and marketing priorities
- Develop tools that better facilitate the selection of optimum production levels
- Direct and support research for advancing the Angus breed
- Validate genetic predictions in commercial settings



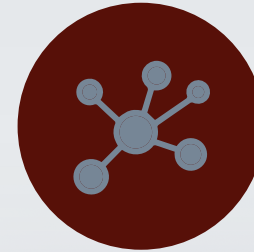
### ENHANCE MEMBERSHIP EXPERIENCE AND SUCCESS

- Elevate awareness, understanding and confidence in Angus programs and services
- Deliver innovative tools, programs, services and education that fit the diverse and changing needs and interests of the membership
- Provide opportunities for Angus fellowship and breeder interaction
- Enable seedstock breeders to better serve their commercial customers
- Develop leaders through innovative programs, activities and scholarships for youth and young adults
- Deliver world-class customer service and value to the membership
- Secure and steward resources for long-term Association stability



### FOSTER PROFITABILITY OF COMMERCIAL CATTLE PRODUCERS

- Drive success and profit for the commercial cow-calf producer with genetics that solve problems and add value
- Offer marketing programs that communicate value and genetic merit, ultimately facilitating value discovery
- Be a leader in supply chain coordination, connecting genetic information with management and marketing priorities
- Elevate sense of belonging to the Angus family
- Foster data sharing throughout the production system to improve user success, and direct and support breed improvement



### SERVE AS A TRUSTED INDUSTRY RESOURCE

- Be the resource of choice for industry stakeholders regarding science-based and industry-tested beef production solutions
- Be a leading voice in genetic improvement and technology
- Offer relevant educational programming to match a diverse member and stakeholder base
- Deliver cutting-edge media, marketing and communications tools



### GROW CONSUMER TRUST AND LOYALTY

- Drive global demand by delivering a consistent high-quality, premium beef eating experience in a sustainable way
- Strengthen confidence through a more transparent, consumer-driven supply chain
- Develop brand fanatics
- Drive innovation to adapt to changing consumer preferences and behaviors

