

RED ANGUS ASSOCIATION OF AMERICA

Annual Report

2024



RED ANGUS
RANCH TESTED. RANCHER TRUSTED.



Red Angus – Well Positioned for the Future

by Tom Brink, RAAA chief executive officer

It's difficult to find a time in our 70-year history when Red Angus was better positioned for the future. A multitude of breeders and others spent decades building Red Angus into the burgeoning powerhouse it is today. Breed building is a team effort and requires time. However, there's an important nuance that must be considered: hard work alone doesn't guarantee progress. In the ever-changing cattle industry, it's crucial to focus on the right things.

Fortunately, Red Angus has a long history of identifying and persistently working on the right things. Our strong focus on the commercial cattle industry has kept the breed relevant and growing. Red Angus is now harvesting the fruit of these efforts. The breed appears to be at an inflection point, with faster growth and greater industry impact ahead.

Below are a handful of important reasons why Red Angus is well-positioned for the future:

We have the best genetics in the history of the breed.

These cattle are multi-trait winners because our breeders maintain disciplined selection programs which emphasize all the economically important traits, while maintaining structural soundness and phenotype.

We have the best selection tools to make advanced genetic progress. Our suite of EPDs and bio-economic indexes eliminates the guess work and allows breeders to make selection

and mating decisions with greater accuracy. Red Angus breeders have actively adopted genomic testing, boosting accuracy and strengthening the IGS genetic evaluation.

We have strong association support. RAAA is in its best-ever financial shape and staffed by the best personnel around. We're engaged in a long list of tasks and projects designed to move the breed forward. Our daily operations are sound and as a team, we're making progress and meeting the challenges of each day.

Red Angus is increasingly being recognized as Angus.

Consumers love Angus beef. Red Angus is continually being recognized and included in Angus-branded beef programs, eliminating the hide color price differential. Accomplishing this goal is the No. 1 Critical Objective of our 2021-26 Strategic Plan, and the breed is on the right path to do so.

We have a thriving junior program preparing Red Angus leaders of the future.

Following a highly successful Red Angus Youth Expo in Chickasha, Oklahoma, the Junior Red Angus Association of America has gained a lot of momentum. With our new junior programs coordinator, Taylor Dorsey, and the experienced team supporting JRA, the sky is the limit.

The list could continue, as Red Angus shows noticeable momentum and is poised for even greater success in the industry. Thomas Jefferson said, "I prefer the dreams of the future to the history of the past." At Red Angus, our history is worthy of respect but the future holds even greater promise. //





Going for the Gold

by Kyle DeVoe, RAAA president

While writing this article, the Paris Olympic Games are in full swing. Some of you may find it surprising, but I do enjoy the Olympics. There's something exciting about athletes representing their countries and the

unity shown between the competitors, which we can all take a lesson from.

It's an exciting time to be in the Red Angus business. We continue to ride the tide of a good cattle market, seeing unprecedented prices on everything from feeder cattle to breeding stock. Demand for Red Angus and Red Angus-influenced females remains strong. The Genetic Merit Pricing Task Force continues to gather industry support, with a truly impressive number of industry leaders who've committed to the effort. With the goal of increasing value in feeder cattle through recognizing genetic merit and superior management practices, a shift in industry standards is inevitable. By ensuring our calves are verified before marketing them, we'll see positive results.

Kelly Smith and his team continue making tremendous strides, locating FCCP-enrolled cattle and filling packer supply needs. Producers are encouraged to get calves enrolled in value-added programs and reach out to the RAAA marketing team to learn about new opportunities. Taylor Ohlde and Cory Peters have launched the "Red Angus Remarks" podcast, and I'd encourage

you to give it a listen!

The JRA had a milestone year, hosting the incredibly successful inaugural Red Angus Youth Expo in Chickasha, Oklahoma. Taylor Dorsey, Erin Dorsey and their merry band of volunteers put together an impressive event worthy of an Olympic gold!

There are many exciting things happening at RAAA, but we recognize there's always room for improvement. I intended to dig into the issue of better supporting affiliates this year, but untimely staff changes prevented us from making as much progress in this arena as I would have liked. Now that RAAA is fully staffed, one of my goals for the coming year is to provide better affiliate support.

Circling back to the Olympics, it's gratifying to watch athletes proudly compete for their countries and see the camaraderie they display. The collaboration witnessed annually at the RAAA convention reminds me of how these athletes interact with each other. We spend time reconnecting with other breeders who are, in fact, our competition. When we take time to encourage, challenge and congratulate others on their achievements, we help build each other up; it's rejuvenating for all of us. If we simply show up without engaging fully, while complaining about others in private conversations, we risk causing far more damage than we can imagine. As the saying goes, "Iron sharpens iron," so let's be the best we can be and encourage others to join us. //



Red Angus Board of Directors



Seated from left are Kyley DeVoe, Justin, Texas, President; Tony Ballinger, Morgan Mills, Texas, Area 4 – Southwest director and first vice president; Rob Hess, Hershey, Pennsylvania, Area 7 – Northeast director and second vice president; Kay Klompien, Manhattan, Montana, Region A director and board secretary; and Tom Brink, RAAA CEO.

Standing from left are Stephanie Jung, Mina, South Dakota, Area 5 – Northern Plains director; Aaron Kravig, Karval, Colorado, Area 3 – Rocky Mountain director; Craig Bieber, Leola, South Dakota, Region B director; Jim Yance, Columbia, Alabama, Area 8 – Southeast director; Keith Hickle, Auburn, Washington, Region A director; Jeff Pettit, Sebree, Kentucky, Region C director; George Murdock, Pendleton, Oregon, Area 1 – West director; and Will Andras, Area 9 – Midwest director. Not pictured is Jason Anderson, Oberlin, Kansas, Area 6 – Great Plains 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.



69,629
Head registered



131,191
Head enrolled in Feeder Calf Certification Program

17,783
Head enrolled in Allied Access



101,288
THR cow inventory



3,530,268
Head enrolled in Feeder Calf Certification Program & Allied Access since 1995



2,921
RAAA members



13,967
Bulls transferred



1,365
JRA members





Expanding Reach and Enhancing Value

by Josh Taylor, RAAA commercial marketing specialist

Change can be a scary word for many. In the cattle industry, we see changes every day, even predicting many to come. Change is the only constant in life, a fact also true in business. Internal and external factors are essential in bringing about change in an organization. One crucial aspect of success is executing those changes smoothly.

The marketing team has seen many changes this year. New staff and a new director, have led to a new era. Industry shifts have led to adjusting our tactics to smoothly accommodate the changes. Our new team brings fresh ideas to help commercial producers add value to their cattle, with new opportunities emerging. We're excited for the coming year and look forward to the changes and challenges ahead.

Highlights

Record bull sales were hosted in fall 2023 and spring 2024. Now fully staffed, our team was able to attend 30 more sales compared to last year, allowing us to speak with more commercial cattlemen and connect the dots between producers and feeders. Red Angus popularity in the commercial sector led to higher bull sale averages in both seasons. Fall averages increased by \$1,200, reaching \$6,821, while spring averages gained \$500, finishing at \$6,216. This year, high sellers rose, with prices increasing for bulls showing improved performance and carcass quality, while maintaining generational maternal strengths. Red Angus seedstock producers are among the most forward-think-

ing in the industry and their contributions will be crucial to the success of our marketing team.

Fall is typically filled with special feeder calf sales across the country, showcasing Red Angus genetics. Numbers were up at various barns nationwide, with significant gains in the South Plains region. OKC-West Livestock Market LLC and Winter Livestock saw exponential increases in cattle sold for a premium. As new marketing team strategies begin to take shape, it's crucial for the FCCP program to expand its reach to support these goals and accommodate new pathways for feeder cattle. With this change comes the industry's inevitable push for EIDs. We firmly believe Red Angus can capture more of the market by facilitating a better tracking system using EIDs. I encourage everyone to embrace the future, for the sake of better markets.

Outreach is a crucial component of any marketing program and you will see the team focus on this in the coming year. With changing focus and direction, our team knows how important educational outreach will be for the outer fringes of the breed. This will help unify our commercial producers nationwide and deliver a larger, better and more consistent product to the industry. This avenue will create a broader path for many on the marketing side and extend Red Angus reach. There will be challenging changes ahead but they will ultimately be rewarding for Red Angus. By building new relationships and strengthening existing ones, Red Angus cattle are poised to reshape the industry's perception. Embrace what's to come and enjoy the fruits of your labor. //





Improvements in the Name of Increased Accuracy

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

Over the past year, the breed improvement department has achieved goals outlined in the strategic plan and implemented new procedures set by the board of directors. In January 2024, the RAAA board of directors introduced the EPD Blanking Initiative. This initiative was designed to increase data submitted on lowly reported traits within the RAAA database, starting with the 2023 calf crop. Based on thresholds set for accuracy values, animals would receive blanked EPDs if their accuracy falls below that threshold. This would proceed to blank out the index value as well. The caveat to this initiative is to genotype the animal or parents to shift accuracy above the threshold, thus displaying the EPD.

The breed improvement department has continued working on projects for new trait development, such as including dry matter intake in the IGS genetic evaluation. This trait now includes

genomic information, which should allow producers to see increased accuracy, especially for younger genotyped animals. There's continued commitment towards incorporating maintenance energy and heifer pregnancy traits into IGS genetic evaluation. The research is ongoing, with the goal of transitioning both traits next year. IGS has also accelerated genetic evaluation calculations, now producing updated EPDs weekly at a consistent time. Additionally, IGS annual updates were applied to across-breed adjustment factors for carcass EPDs and pricing information was updated for selection indexes.

I also served as DNA department head and customer service specialist, ensuring consistent processing and turnaround times. We've welcomed three new employees to the DNA department including Ariana De La Garza, Julia Sanderson and Andi Inmon. The DNA department is now fully staffed and running smoothly, allowing me to step down as DNA department head in May 2024 to focus on the goals of the breed improvement department. //





Katie Martin

RAAA Communications Navigates Change and Growth

by Katie Martin, RAAA director of communications

The past year has brought significant changes to the RAAA communications department. Lisa Bryant's departure in April prompted a leadership change as I assumed the director of communications role. Two new specialist positions were also created

to meet the demands of the growing breed and enhance operational efficiency. Though technically hired in the first quarter of fiscal year 2024-25, I'd be remiss not to introduce the newest members of the communications staff. Trisha Klement Glassinger joins RAAA as the digital media specialist after assisting RAAA since August 2023 as a part-time contractor. Maclaine Shults-Mauney joins the team as the written content specialist, bringing experience from the International Brangus Breeders Association and her own creative agency.

Amidst these changes, the Red Angus breed's remarkable growth over the past decade inspired our new advertising campaign, "Reds Rising." The campaign idea stemmed from producers' comments at industry events and in the field about the breed's rapid growth. A trend so evident to producers warranted being quantified and showcased on a larger platform. By analyzing registration numbers, the team confirmed a 24% increase in the past decade. To highlight the producers driving this surge, we launched a webpage featuring video and audio testimonials. Bringing the campaign full circle, the page can be accessed via the QR code in the print advertisement.

Communications staff strive to keep Red Angus stakeholders abreast of relevant industry news and important association updates through weekly eNewsletters. In October 2023, the communications team changed the delivery platform for its mass email communications. Since then, open rates have surged to 47%, significantly higher than the agriculture industry average of 27%.

Red Angus sponsored two episodes of The American Rancher on RFD-TV. The September 2023 episode highlighted Red Angus as

the industry's most favored female, featuring two Missouri cattle operations. The January 2024 episode showcased RAAA's value-added programs, featuring Wagonhound Land and Livestock in Douglas, Wyoming. Together, the episodes reached 78,000 viewers on RFD-TV and 25,000 more on YouTube.

The Red Angus Magazine, spearheaded by publisher Tracey Koester, consistently reaches 12,000-14,000 stakeholders and members per issue. It's published 10 times a year with summer issues combined and a bonus Genetic Advancement issue in mid-February. Advertising remains strong with members reporting an increase in calls and inquiries when the magazine arrives.

Editorial follows the guidelines of Core Policy No. 6 to maintain "a commercial and technical focus," providing valuable content for both commercial operations and seedstock breeders. Story ideas are curated by the magazine team and assigned to writers by editor Brandi Buzzard Frobose. The editorial content is fresh, relevant to the magazine's target audience and focused on current issues across cattle production.

The Red Angus social media lineup targets commercial producers, Red Angus breeders, stakeholders and cattle enthusiasts with dynamic content including articles, RAAA marketing programs, event promotions, industry issues and social media trends.

In the last fiscal year RAAA's Facebook and Instagram grew by 5% and 2% respectively, reaching more than 625,000 users. Additionally, Threads - the Instagram version of X (formerly known as Twitter) - added in FY 2023-24, has grown 50% in the last six months.

Looking ahead, RAAA Communications is committed to adapting to industry trends and leveraging new platforms to engage our audience. With a solid team in place and a dynamic approach to communication, we're poised to continue fostering the growth and success of the Red Angus breed. //



Tracey Koester
Red Angus Magazine
Publisher



Trisha Glassinger
Digital Media
Specialist



Maclaine Shults-Mauney
Written Content Specialist



Brandi Buzzard Frobose
Editor, Social Media



JRA Leading the Way: Inspiring Tomorrow's Leaders

by Taylor Dorsey, RAAA junior programs coordinator

The Junior Red Angus Association of America is dedicated to cultivating members into leaders, innovators and advocates for the Red Angus breed and the beef industry. Fiscal year 2023-24 provided many opportunities for JRA members to connect, engage and advance the organization's mission.

The year kicked off with the annual JRA Round-Up in Tampa, Florida, where 45 participants spent five action-packed days exploring the region's agricultural landscape, blending education with fun. Site visits highlighted vital agricultural commodities and industry partners, while challenges and contests tested participants' cattle production knowledge.

The JRA annual meeting recognized contest winners and scholarship recipients and facilitated the election of the new board directors: Cameron Ison (Kentucky), Kenedy DeVoe (Texas), Zachary Griffeth (Oklahoma), Gracie Rogers (Missouri) and Bailey Smith (Texas). A significant bylaw change was also introduced, moving the JRA Annual Meeting to the Red Angus Youth Expo.

The 2024 Cattlemen's Congress in Oklahoma City, Oklahoma, hosted the National Red Angus Show, with the Red Angus National Pen Show, Bull Show, Female Show and Junior Show. The junior board connected with exhibitors to learn more about the Red Angus breed and the beef industry.

Throughout the year, the JRA Board of Directors continued to improve their leadership skills. Bailey Smith attended the 2024 NCBA Convention in Orlando, Florida, where she networked with beef producers and industry professionals. The JRA Board of Directors also served as hosts for the 2024 Youth Beef Industry Congress in Denver, Colorado. The event focused on developing young leaders into industry professionals and included roundtable discussions with junior boards from different breed associations while providing insights into Colorado's agricultural sector.

The highlight of the year was the inaugural Red Angus Youth Expo, featuring competitive events, livestock shows and educational activ-



2023-24 Junior Red Angus Board

From left are Zachary Griffeth, Marietta, Oklahoma, director; Kenedy DeVoe, Justin, Texas, vice president; Gracie Rogers, Princeton, Missouri, secretary; Bailey Smith, Shiner, Texas, director; Cameron Ison, Paducah, Kentucky, president.

ities. Now serving as the National Junior Red Angus Show, the expo boasted over 300 animals, 150 exhibitors and participants from 19 states and Canada. The expo was a resounding success, setting the stage for future events. It provided a valuable platform for learning, competition and community-building, leaving participants with lasting memories and useful skills. We're eagerly anticipating the 2025 Red Angus Youth Expo in Springfield, Missouri, June 8-13.

JRA also announced a new leadership conference, SPARK (stimulate, propel, advance, Red Angus kids). SPARK is a dynamic and transformative leadership development program designed to grow the next generation of Red Angus producers. Geared toward junior members ages 16 to 21, the program is built on the belief that every young breeder possesses inherent leadership potential waiting to be unlocked and nurtured. Over three days of interactive workshops, team-building and hands-on activities, participants gain the tools, knowledge and confidence to become effective leaders in the beef industry and beyond.

JRA members are invaluable to the Red Angus Association of America and will continue collaborating with staff and stakeholders to advance the Red Angus breed. //





Celebrating Success and Building for the Future

by Erin Dorsey, RAAA show coordinator

Red Angus enthusiasts kicked off 2024 at Cattlemen's Congress in Oklahoma City, Oklahoma, hosting our National Open, Junior and Pen Shows with more than 400 entries. The JRA board and staff helped organize the events and promoted the upcoming Red Angus Youth Expo in June.

RAAA awarded the 2024 Herdsman Award to Lee Bjorklund, who operates BJ Farms in Henning, Minnesota, alongside his family. A former Red Angus junior who grew up through the Red Angus youth program, Lee truly deserved this recognition.

A highlight of the show was the auction of a donation flush from Duff Cattle Co. and a painting from CJ Brown Studios, raising more than \$21,000 to support the Red Angus Youth Expo and show program.

The fall regional shows will begin with the Iowa State Fair, followed by the American Royal with new show dates of Oct. 22-24. A new show will be held at the Keystone International Livestock Exposition in Harrisburg, Pennsylvania. We'll then travel to the Northern International Livestock Exposition, Western National Red Angus Show and North American International Livestock Exposition. Entry deadlines are available on our website and social media.

As the 2024-25 show season continues, Red Angus breeders and exhibitors can look forward to exciting events. The National Open and Pen Show will take place at the fifth annual Cattlemen's Congress in Oklahoma City, Jan. 5-9. The National Western Stock Show in Denver, Colorado, and the Fort Worth Stock Show, Fort Worth, Texas, will conclude our regional show season.

Next summer, the JRA and RAAA will host the second annual Red Angus Youth Expo. "Red Carpet Reds" will be held June 8-13, in Springfield, Missouri. Building on the success of last year's event, we look forward to filling the barns for the 2025 expo featuring junior educational events and career development contests. We're excited to continue this tradition, welcoming all exhibitors and members to the Red Angus Youth Expo.

As you attend shows this season, remember to thank the staff, volunteers and family members who support these events. We look forward to advancing the Red Angus mission and engaging both new and experienced breeders. The future of our growing breed looks bright! //





New Horizons

by Kelly Smith, RAAA director of commercial marketing

The 2023-24 fiscal year has ended and we're seeing record cattle prices across the board. It's an exciting time to be in the cattle industry! Beef cow inventories continue to decline with never-before-seen prices paid for slaughter cows and bulls, which has influenced record slaughter numbers across the industry.

The demand for red meat is high, even in the face of \$2 fed cattle. As we continue growing this breed and its membership, we're using the Strategic Plan as our guide. It outlines our long-term approach and goals set to ensure progress.

The commercial marketing team is now fully staffed and working hard. Last year, assistant director Rachael Oliver and commercial marketing specialist Josh Taylor managed to maintain stability despite significant staff turnover, for which we're deeply grateful. This is an active team equipped with a thorough understanding of our breed and a strong presence in the industry. With a full staff, we're able to grow and develop new pathways for marketing Red Angus cattle. We're blessed with a cohesive team that challenges both ourselves and the industry with tough questions. This group has traveled extensively, attending bull sales and feeder calf sales nationwide.

We saw record-breaking prices for Red Angus bulls. Fall sales averaged \$6,821, an increase of roughly 20%, with the spring sales averaging \$6,216, a 10% increase. Balanced trait bulls are consistently in high demand due to growing awareness of carcass quality.

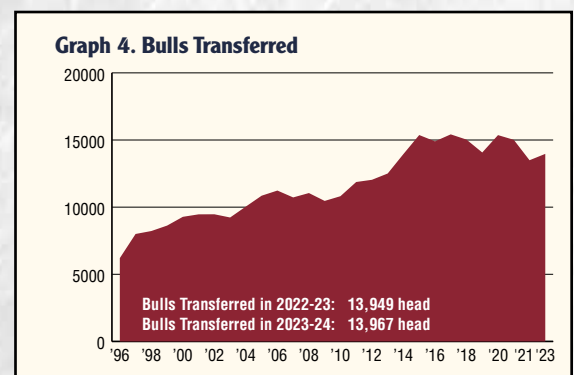
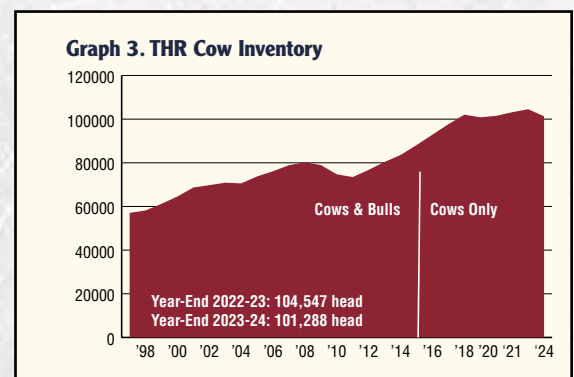
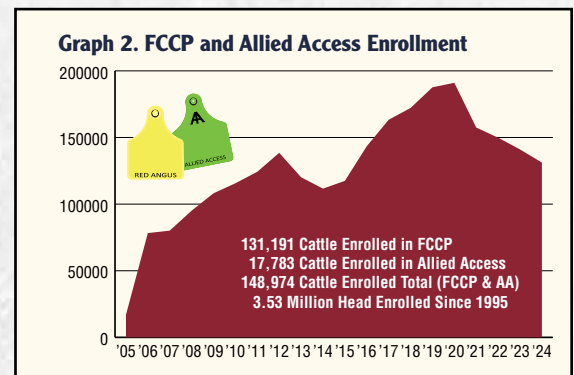
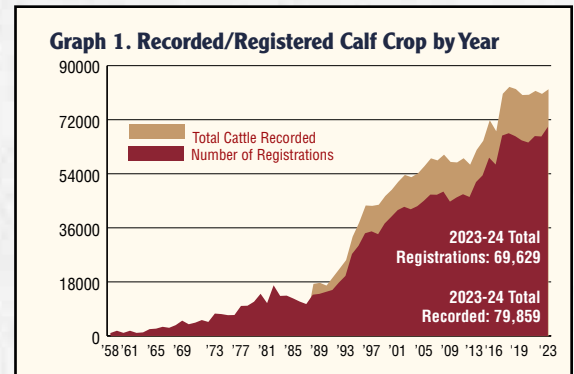
Red Angus value-added programs continue to play a major role in our business. As we collaborate with beef processors and feeders, these programs will remain significant in our future. We'll continue to advocate that FCCP is synonymous with Red Angus and Red Angus are Angus. Jeananne Drouhard and Lauren Weingardt from our value-added team worked diligently to support producers with their marketing efforts, enrolling 131,191 head in FCCP and 17,783 in Allied Access.

As an industry and breed, we're poised for additional growth and recognition in the future. Cattle prices are at an all-time high and expected to remain strong for several years, as herd expansion hasn't really begun.

Since last fall, we've been involved with many beef processors in the United States. This is creating new opportunities to work with non-Certified Angus Beef programs, as well as several high-profile, value-added private label beef programs, which will feature exclusively or primarily Red Angus beef.

Despite these opportunities, we face challenges. We still struggle to track the location of our Red Angus calves after they leave the ranch. To meet the needs of the programs we're developing, it's crucial to monitor these cattle in the feedyards.

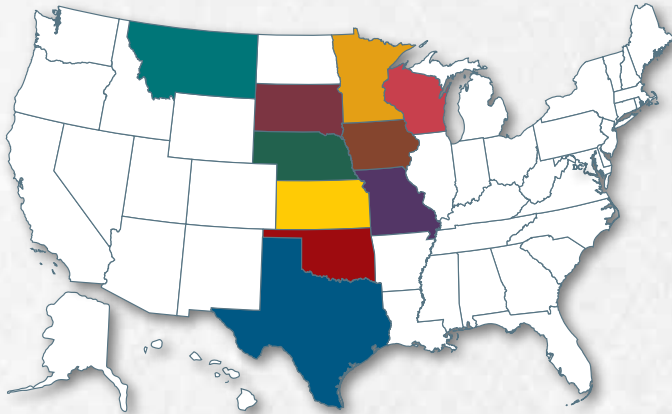
Overall, we're generating demand at the top, increasing the value of our Red Angus-fed cattle. This enhances the value of feeder cattle and drives the price of Red Angus bulls. Thanks for a great year and a great start for the future! //



Year in Review

Members by State

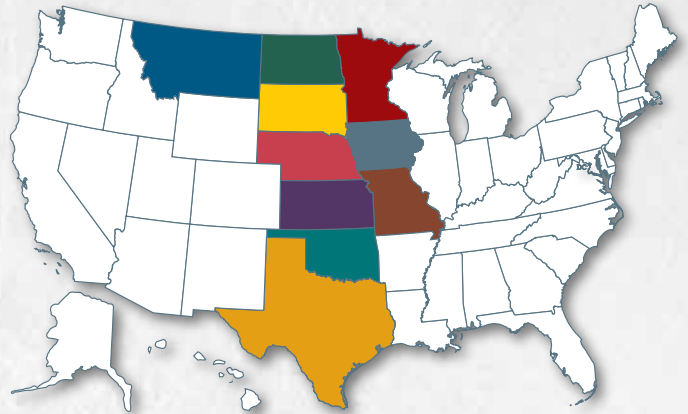
Total number of members in Fiscal Year 2023-24 – **2,921**



- | | |
|----------------------|--------------------------|
| 1. Texas.....333 | 6. Kansas158 |
| 2. Oklahoma.....204 | 7. Nebraska.....158 |
| 3. Missouri.....176 | 8. South Dakota136 |
| 4. Iowa.....164 | 9. Montana.....122 |
| 5. Minnesota.....163 | 10. Wisconsin103 |

Transfers by State

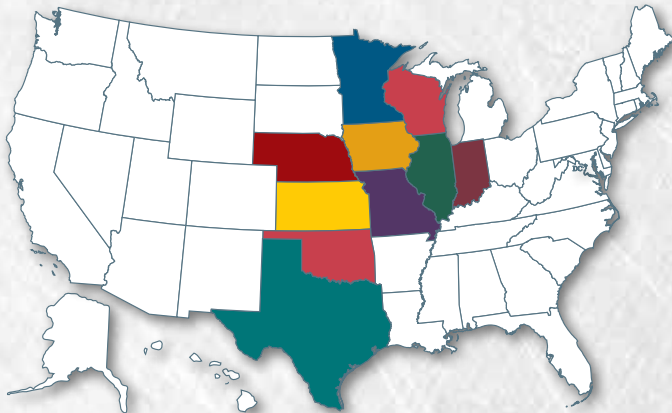
Number of bull transfers per each of the top 10 states



- | | |
|---------------------------|---------------------------|
| 1. Montana.....3,218 | 6. Kansas1,846 |
| 2. Texas.....2,789 | 7. Minnesota1,505 |
| 3. Nebraska.....2,372 | 8. Missouri.....1,498 |
| 4. South Dakota1,953 | 9. North Dakota.....1,206 |
| 5. Oklahoma.....1,852 | 10. Iowa.....893 |

JRA Members by State

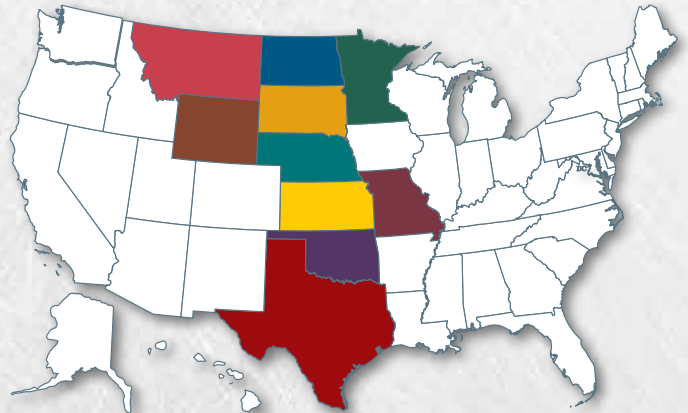
Total number of members in Fiscal Year 2022-23 – **1,365**



- | | |
|---------------------|-----------------------|
| 1. Texas.....240 | 6. Indiana54 |
| 2. Oklahoma.....177 | 7. Nebraska.....54 |
| 3. Iowa109 | 8. Minnesota52 |
| 4. Missouri.....94 | 9. Illinois44 |
| 5. Kansas55 | 10. Wisconsin38 |

Registrations by State

Number of animals registered per each of the Top 10 states



- | | |
|---------------------------|---------------------------|
| 1. Montana.....7,608 | 6. North Dakota.....4,343 |
| 2. Nebraska.....7,350 | 7. Missouri.....3,282 |
| 3. South Dakota5,396 | 8. Oklahoma.....3,144 |
| 4. Texas.....5,041 | 9. Minnesota3,055 |
| 5. Kansas5,040 | 10. Wyoming2,841 |

Top 10 Registrations by Sire

Name	# Progeny	ProS	HB	GM	CEU	BW	WW	YW	ADG	DMI	MILK	ME	HPG	CEM	STAY	MARS	YG	CW	REA	FAT
RIFFRAU HERGOLF #21	2093	124	50	72	17	-5.1	65	113	0.50	0.50	30	3	16	8	13	0.52	0.04	23	0.27	0.03
DILLON CLOCKMARET C119	1491	114	30	77	16	-4.8	79	133	0.34	2.17	24	13	5	11	12	0.23	0.18	22	0.25	0.08
PIFCAPTAIN 057	728	90	69	71	14	-4.9	69	113	0.27	1.64	39	2	13	8	16	0.48	0.06	4	0.30	0.07
9 MILE FRANCHISE 6806	502	140	69	71	15	-4.9	60	111	0.32	2.17	38	2	12	11	15	0.56	0.05	41	0.56	0.04
INVERL CORNERSTONE C224H	490	125	56	67	18	-4.8	70	109	0.25	1.45	33	5	15	13	12	0.40	0.12	16	0.41	0.07
RIFFRAU JUMPSTART 1157	485	94	45	50	15	-3.1	97	166	0.43	2.40	29	3	19	9	13	0.40	0.07	41	0.48	0.04
LSF SRRIDENTITY 0253H	436	132	74	58	17	-5.9	90	142	0.33	2.07	32	13	19	11	14	0.80	0.23	38	0.15	0.06
PIFCQUARTERBACK 783	347	137	37	70	18	-5.4	73	130	0.55	1.85	33	16	14	9	13	0.72	0.04	22	0.36	0.01
LSF SRRKING ARTHUR 01364	345	60	4	56	16	-4.1	96	160	0.40	2.33	31	23	5	9	9	0.62	0.04	33	0.32	0.02
RIFFRAU LUFCH #430?	337	165	40	75	20	-6.3	68	111	0.27	1.51	28	7	10	13	18	1.02	0.08	27	0.41	0.06
Avg EPD "Weighted" by Registration Count	116	52	64	16	-4.9	74	125	0.32	1.56	30	9	14	10	13	0.74	0.07	24	0.32	0.04	
Average Percentile Rank	20%	50%	15%	15%	8%	25%	19%	13%	55%	15%	75%	20%	10%	70%	10%	50%	48%	23%	83%	

Meet the Staff



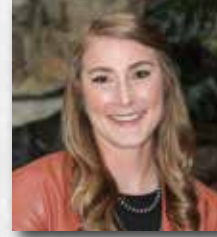
Tom Brink
CEO



Halla Ramsey
Executive Assistant



Janet Russell
Accounting Director



Lindsay Upperman
Director of Breed
Improvement



Ariana De La Garza
DNA Programs
Manager



Kaitlyn Fulmer
REDSPro & Registry
Team Lead



Stephanie Essegian
REDSPro & Registry
Specialist



Julia Sanderson
DNA Customer
Service Specialist



Andi Inmon
DNA Customer
Service Specialist



Christi Mangusso
Membership & Accounts
Receivable Specialist



Katie Scott
Member Services
Specialist



Tabitha Romero
Office Receptionist



Kelly Smith
Director of
Commercial Marketing



Rachael Oliver
Assistant Director of
Commercial Marketing



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



Katie Martin
Director of
Communications



Tracey Koester
Red Angus Magazine
Publisher



Trisha Glassinger
Digital Media
Specialist



**Maclaine
Shults-Mauney**
Written Content Specialist



**Brandi Buzzard
Frobese**
Editor, Social Media



Erin Dorsey
Show Specialist



Taylor Dorsey
Junior Programs
Coordinator



Kim Heller
Director
of Education



Kenda Ponder
Database &
Registry Consultant



Tom Ballard
Programmer



Roy Sebastian
Programmer



Praveen Seerapu
Programmer

RED ANGUS ASSOCIATION OF AMERICA INC.
STATEMENTS OF FINANCIAL POSITION
June 30, 2024 and 2023

ASSETS

	2024	2023
CURRENT ASSETS	<i>(Audited)</i>	<i>(Reviewed)</i>
Cash	\$288,673	\$335,449
Cash task force restricted	50,001	68,333
Accounts receivable trade	130,795	131,065
Due from RASF and RAFI	57,596	-
Prepaid expenses and supplies	153,574	161,024
Deposits	<u>29,081</u>	<u>690</u>
Total current assets	<u>709,720</u>	<u>696,561</u>
 PROPERTY AND EQUIPMENT, at cost		
Land	125,000	125,000
Computer equipment	133,554	124,349
Buildings	324,019	324,019
Leasehold improvements	390,340	390,340
Furniture and equipment	113,328	113,328
Vehicles	<u>134,197</u>	<u>116,504</u>
	1,220,438	1,193,540
Less accumulated depreciation	(403,374)	(353,409)
	<u>817,064</u>	<u>840,131</u>
 OTHER ASSETS		
Investments	6,162,797	4,807,893
Operating lease, right of use	34,796	50,589
Computer software & index system	1,522,699	1,522,699
Less accumulated amortization	<u>(1,506,699)</u>	<u>(1,490,699)</u>
	<u>6,213,593</u>	<u>4,890,482</u>
	<u>\$7,740,377</u>	<u>\$6,427,174</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, 2024 and 2023

LIABILITIES AND STOCKHOLDERS' EQUITY

	2024	2023
CURRENT LIABILITIES	<i>(Audited)</i>	<i>(Reviewed)</i>
Accounts payable, trade	\$364,887	\$158,460
Accrued expenses	135,944	120,433
Deferred revenue	222,933	132,350
Due to members	57,111	71,088
Operating lease, current portion	11,723	13,197
Total current liabilities	<u>792,598</u>	<u>495,528</u>
Other liabilities:		
Operating lease, non-current	26,768	37,392
Shareholders' equity:		
Unrestricted net assets	6,871,010	5,825,921
Restricted net assets, task force	<u>50,001</u>	<u>68,333</u>
	<u>6,921,011</u>	<u>5,894,254</u>
	<u>\$7,740,377</u>	<u>\$6,427,174</u>

**RED ANGUS ASSOCIATION OF AMERICA INC.
STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS
June 30, 2024 and 2023**

	2024	2023
REVENUE AND SUPPORT	<i>(Audited)</i>	<i>(Reviewed)</i>
Member services	\$5,274,866	\$4,414,894
Magazine	811,319	829,451
Juniors	312,031	104,447
Genetic merit pricing task force - task force restricted	65,436	68,333
Investment return, net	743,810	485,244
Sale of asset	2,815	-
Total revenues and support – unrestricted	<u>7,210,277</u>	<u>5,902,369</u>
EXPENSES		
Member services	5,000,704	4,679,261
Magazine	839,880	863,291
Junior activities	259,168	119,261
Genetic merit pricing task force-task force restricted	<u>83,768</u>	<u>-</u>
Total expenses	<u>6,183,520</u>	<u>5,661,813</u>
Increase (decrease) in net assets	1,026,757	240,556
Net assets, beginning of year	<u>5,894,254</u>	<u>5,653,698</u>
Net assets, end of year	<u>\$6,921,011</u>	<u>\$5,894,254</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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