

## President's Message – July 2016

Hello everybody, and greetings from Iowa. I was not expecting to be elected to this position by my fellow members of the Board of Directors, but am honored to be here and excited about what the coming year has in store for us. It is no secret that the ATA represents one of the smaller breeds (in number of registered cows) in the United States, but one could argue that our breed has the largest potential for growth in sales over the next decade.

The key word in that last sentence is “potential”. None of us have a magic wand, so don't expect massive increases in sale revenues this fall. But, within the next two years, there will be three nationally sanctioned Tarentaise sales across the country. The Board of Directors stated at the summer 2016 meeting that the ATA should sanction an Eastern, a Central States, and a Western sale, to offer breeding stock to fellow breeders, potential breeders, and commercial cattlemen. This initiative is in its infant stage, so to say we've got a lot of details to iron out yet, would be an understatement. In order for these sales to be successful, we will need a lot of member involvement and those that wish to consign animals are going to have to commit some finances and time to help get things off the ground. As our past president Mike Lafon always said, “You cannot effect change if you do not participate.” Anyone wishing to volunteer for a committee to help head up these sales can contact me or the ATA office. Later this summer, if I haven't received any volunteers, I will be contacting members and forming committees for each region's sale.

Folks, the national commercial cow herd has become very close to being straight-bred Angus. As a result of that, Hereford sales have gone up exponentially in the past 3 years and Red Angus is really on the rise too. Just two days ago, I was talking to a Red Angus breeder and he said, “I think your Tarentaise posses a lot of economically viable traits.” We all know our Opti-Moms are the best cows the commercial cattleman could ask for. Any commercial cattleman who's ever owned a Tarentaise-influenced cow in the past will tell you the same thing. Commercial demand drives seed stock sales, which drives demand for seed stock, which drives Association membership and CHR numbers. The time is now folks, and the only thing holding us back is ourselves.

Sincerely,

Phil Anderson

ATA President (2016-17)