

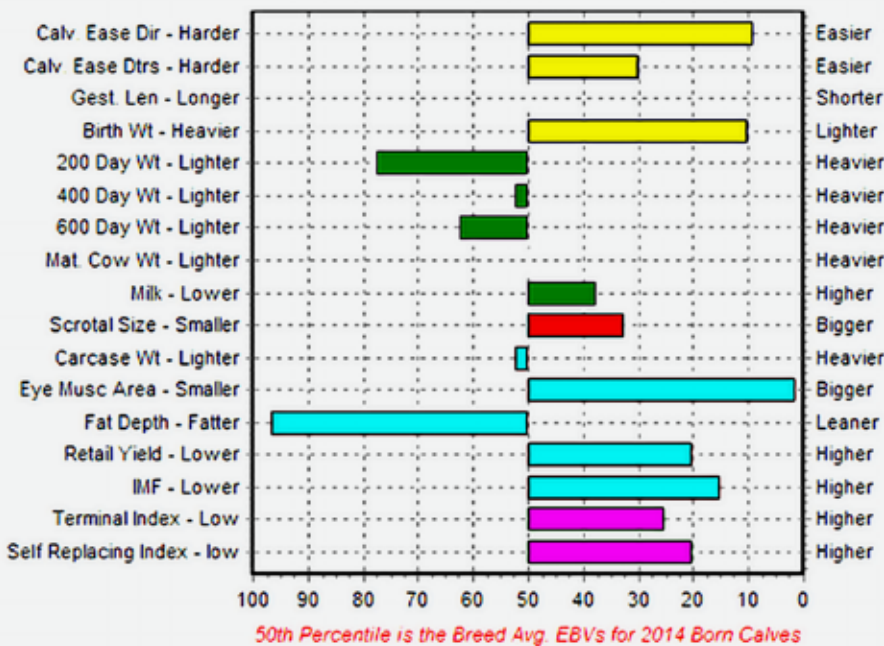
System provider in ANGUS business



ANGUS GROUP
BEEF * CATTLE * TRADING

No.5/2016

EBV Percentiles for DONAUMOOS LORD ZORRO J602



Dear Reader,

the cattle herds in Germany are getting darker. The growth of domestic Aberdeen Angus herds is a great success for us. The positive development confirms our assessment: there is a large market for premium beef and more and more farmers recognize this trend.

We, from ANGUS Group, accompany them in the production of Angus cattle with our Know-how in breeding and fattening. In addition, we provide the right marketing - Angus has become a recognized and demanded top product that is getting increasingly popular in retail and gastronomy.

On the following pages we offer, as usually, a short overview of the development of our profitable Angus system.

*Enjoy reading,
Bernhard Delle and Samuel Widmer*

Breedplan brings transparency

European Angus breeders see themselves faced with a problem: There are no uniform breeding standards. „We need international genetic evaluations“, wishes Bernhard Delle from the ANGUS Group. The company, located in Gundelfingen therefore uses Breedplan. „In all countries in which we are active, we are introducing Breedplan. This is a milestone in genetics because it makes it comparable.“

In international networked breeding businesses, comparability is extremely important. There is no good or bad quality, but only the right quality for that particular

place and market. Also, German Angus breeders can benefit from the international market through Delle's experience. „If I did not have Breedplan, no British or Canadians would purchase genetics from me. Who wants to sell internationally, has to provide transparent data.“

The system is not complicated. Data such as calving ease, weight (200, 400 and 600 days), carcass weight, eye muscle area, fat depth or intramuscular fat can be recorded in Breedplan. In this way, a potential buyer can choose which features best suit their specific farming conditions.

- 1. Breedplan brings transparency**
- 2. Demand for premium beef continues to be bigger than supply**
- 3. Angus along the Danube
We export the whole system**
- 4. Biggest Angus trading platform in Europe**

Biggest Angus trading platform in Europe





Demand for premium beef continues to be bigger than supply

The market for German Angus Beef continues to grow - not least due to active marketing by ANGUS Group. More and more consumers appreciate the quality of beef from domestic production - and more and more restaurant owners and suppliers are adapting to the demand for high-quality Angus beef.

The reason for this lies in the change of attitude of the beef consumers. Many people today are willing to pay a reasonable price for beef traceability and guaranteed quality. „We are confident that this trend will continue in the future,“ says Bernhard Delle, CEO of ANGUS Group. That’s why he and the partners of the company are working hard to expand and further develop the branded beef program „Certified Angus Beef Germany“.

“To secure the demand on the market according to quality standards, we have started 2011, our unique, branded beef program in Germany. The Angus breeders that joined the system have to comply with strict quality criteria. This has a very positive effect on the Angus beef quality.”

Bernhard Delle

Whether you own a feedlot or you are an Angus beef customer - we would like to receive your request and discuss the steps for a successful partnership.

The market differentiates itself

The German beef market is facing a significant transformation. „Five years ago nobody cared about issues such as beef quality, marbling etc.,“ says Samuel Widmer, CEO of ANGUS Group. But recently the market differentiated itself visibly.

„It will provide beef on one side and premium beef, on the other,“ is the assessment of Samuel Widmer. In addition, there comes the demand for quality beef right on the doorstep - so the desire to buy local products. European beef and natural beef produced regionally are always in demand.

Beef from Argentina for China

The market potential for domestic feedlots is enormous. The local demand for quality beef is growing, while simultaneously the offer from traditional producers is decreasing. South American producers are the only ones whose production has increased in the emerging economies of Asia, where they see greater opportunities in the long term than in Europe.





Angus along the Danube

Wide, natural grassland in Serbia or mountain meadows in Montenegro, Romania and Bulgaria - offer ideal conditions for breeding Angus cattle in the countries of Central and Southeast Europe. Already in 2014 tied the ANGUS Group first contacts with Serbia. Meanwhile Bernhard Delle registers first achievements. „In Serbia, we started pilot projects with some smaller farms. In the past year we have provided the first animals - a total of 200 cattle”, says the expert Angus breeder.



Serbia has huge grassland potential

During on-site appointments, Delle made a strong campaign for Angus breeding cattle. „With one glimpse, more than 1,000 interested parties got informed about Agriculture and Food.“ What the CEO of ANGUS Group is especially thankful for, is the support of the Serbian Minister of Agriculture.

Serbia promotes grassland management

The Angus breed offers Serbian farmers a real perspective - with the support of the government. The Ministry of Agriculture is leasing grassland for the Angus-production on long term contracts. Uncultivated grasslands come in this way back in operation - in particular areas on the mountains and on slopes, that are so difficult to exploit. The aim is to align domestic agriculture to export demands and furthermore, to prepare it for eventual EU accession.

We export the whole system

Breeding, fattening and marketing as a complete system - this principle has been experienced by ANGUS Group in Germany for 5 years with great success. The expansion into the Danube countries brings now this successful model in other European countries as well.

„We transfer primarily our expertise,“ says Bernhard Delle. The founder of ANGUS Group is the driving force behind the expansion of the system. „Basically, we want to achieve greatest value in each country.“ Therefore, the focus is currently on the development of a long-term partnership network in different countries.

One of the biggest challenges is to make the product easy to understand and establish the distribution channels. „That this works, shows the project in Romania, where now a large number of Angus carcasses are produced for the domestic and international market“, says Samuel Widmer.

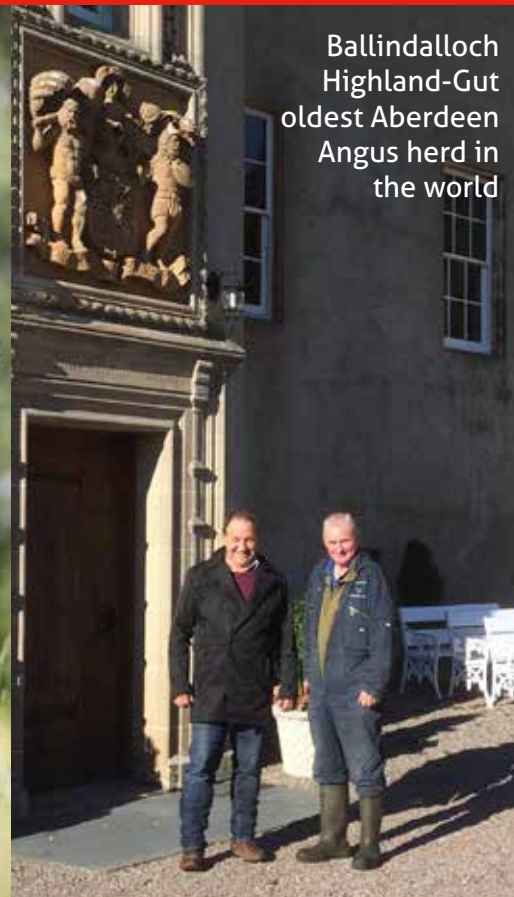


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Ballinalloch cattle on the Aberdeen Angus auction 2016

The preselection for the Aberdeen Angus auction is done. For the first time we bring two bulls from Scotland to Wertingen - from the first Aberdeen Angus herd Ballinalloch, founded 1860. In addition, one can expect again numerous cattle that are optimal for the production of quality beef: good pedigree animals with an optimal performance. The event takes place on Saturday, 23.04.2016 in Wertingen.



Ballinalloch
Highland-Gut
oldest Aberdeen
Angus herd in
the world

Biggest Angus trading platform in Europe

ANGUS Group has become the largest platform for trading animals and genetics in Germany. The recipe for success is the proper trading of Angus as a premium product. „Once you have a good trading strategy, populations rise,“ says Samuel Widmer from his experience. In Germany, the number of Angus cattle continues to grow. Aberdeen Angus counts in this country as the third largest spread breed. „The coats of the herds are getting darker,“ Delle commented proudly.

Milestones for German breeders

For the first time Angus genetics from Germany was sold in the country of origin of the breed. The semen of the reproduction bull Zorro of Donaumoos-Angus reached, through an agreement with the Scottish Aberdeen Angus Association, the UK, Ireland and Canada. The advantages of Zorro: top carcass quality with a very good proportion of intramuscular fat to eye muscle area, balanced and medium build animal, easy birth weights.

We offer:

- ★ Feasibility study (identification of success factors, business plan, investment calculation etc.)
- ★ Planning and designing your Angus breeding, fattening or trading farm
- ★ Advice and support during the initial phase
- ★ Delivery of genetics
- ★ Delivery of Angus cattle for building up your breeding herd
- ★ Consulting in all stages of the production of Angus Premium Beef

We wish you a successful year 2016 – as partner of ANGUS Group!

Publisher:

ANGUS Group Deutschland GmbH
Hauptstrasse 56
89423 Gundelfingen
Deutschland

Phone: +49 9073 9588 233
Fax: +49 9073 9588 232

Email: info@angusgroup.eu
www.angusgroup.eu

General Manager:
Bernhard Delle, Samuel Widmer

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We will gladly answer your questions.

