

## **John Crouch**

### Biographical Profile

John Crouch is the retired chief executive officer of the American Angus Association with headquarters in St. Joseph, Mo. His duties included overseeing all operations for the not-for-profit organization and working closely with the staffs of Angus Productions Inc., the Association's communication arm, Certified Angus Beef, LLC, the world's largest branded beef marketing program, Angus Genetics, Inc., a research and genetic evaluation company and the Angus Foundation, which is involved in funding research, education and youth development. Crouch and his staff developed and maintained programs and services for more than 35,000 members and 100,000 commercial affiliates, under the direction of the Association's 16-member board of directors.

Before accepting the role of executive vice president in 2002, Crouch served as the Association's director of performance programs for 21 years, where he worked to develop the world's largest database of beef cattle performance records. His leadership in that position elevated the American Angus Association to the industry's number one source of beef cattle performance data and expected progeny differences (EPD) and provided members with the tools to make genetic progress in the industry. In 2007 John was named chief executive officer of the Association. His tenure with the American Angus Association began in 1974 when he served as regional manager for the states of Georgia, Florida, North Carolina and South Carolina.

Crouch has lectured throughout the United States, as well as in Canada, Mexico, Australia, New Zealand, Scotland, Ireland, Denmark, Chile, Argentina, Brazil, Zimbabwe, and South Africa. He was actively involved in the Beef Improvement Federation (BIF) and has served on its board of directors for four three-year terms. He has chaired BIF's live animal and carcass evaluation committee and the ultrasound proficiency committee. John also served on the boards of directors of the US Beef Breeds Council and the National Pedigreed Livestock Council.

John Crouch grew up on a registered Angus farm near Jonesborough, Tenn., and received his bachelor's degree in animal husbandry in 1963 from the University of Tennessee—Knoxville. There, he was a member of the first place livestock judging team at the 1962 International Livestock Exposition in Chicago, Ill., and a member of Alpha Gamma Rho Fraternity. He and his wife, Judy, live in Taos, New Mexico, where he has served as Trustee and President of the Millicent Rogers Museum Board of Trustees, Director and President of the Taos Milagro Rotary Club and various other volunteer organizations.

The Angus breed was developed in the Aberdeen and Angus counties of Scotland and imported to the United States in 1873. The American Angus Association was founded in 1883 in Chicago, Ill., and moved its offices to St. Joseph, Mo., in 1956. For more information go to [www.angus.org](http://www.angus.org).