

Biography

R.L. "Bob" Hough, Ph.D.

Dr. Hough says, "One of the biggest things I got from my experience at UConn was tremendous mentorship. The faculty not only taught me hands-on and scientific principles, but they were also great examples of what to strive for as a person in all aspects of life."

Dr. Bob Hough is a UConn ANSC Alumnus who received his M.S. in Animal Science Industries in 1984. He went on to receive his Ph.D. in Animal Science in 1988. Bob is an avid writer, popular speaker and livestock evaluator, having written more than 300 scientific, technical, and popular press articles, wrote the book The History of Red Angus, coauthored Breeds of Cattle, been quoted in many national articles, and has been invited to speak on programs in 27 states, four Canadian provinces, Paraguay, Bolivia, and Brazil. Bob has served on the management committee for the National 4-H Livestock Judging Contest since 1991, served as a beef official at Eastern States, Houston and Louisville judging contests, and he has judged livestock shows in fifteen states, four Canadian provinces, Brazil, and Paraguay. He has traveled on beef cattle business to 49 states and nine Canadian provinces, Argentina, Bolivia, Brazil, Ireland, Paraguay and Uruguay.

Dr. Hough was an Executive Secretary/Treasurer (CEO) for ten years and Marketing Coordinator for three years at the Red Angus Association of America (RAAA) headquartered in Denton, Texas. Bob also served as Executive Vice President of the North American Limousin Foundation from 2009 to early 2011, and is now a freelance writer and retired. His previous experience also includes serving as an Extension Specialist in both Arizona and Maine.

Bob was raised in Pennsylvania where his family had a general livestock farm, and received his undergraduate degree from Penn State in 1982 in Animal Production. He went on to receive his M.S. from the University of Connecticut in Animal Industries (1984) and Ph.D. from Virginia Tech in Animal Science (1988); coaching livestock judging teams at both institutions.

While at Maine, he developed beef feeding systems, started feeder calf sales that numbered up to 1,000 head, and saw the beef cow herd double (USDA Statistics). He also was an editor for the Journal of Sustainable Agriculture, oversaw plans of work for sheep and beef industries, ran the state ram test, spoke at over 200 meetings over 4 years, and served on numerous leadership committees. Bob was awarded early promotion and tenure, and has been awarded the Maine Beef Industry Service Award and inducted into the Maine Beef Hall of Fame.

While at RAAA, the breed grew from 12th to 4th largest breed, and he took the organization's severe deficit and made it one with a positive balance sheet throughout his tenure. Bob developed the industry's first USDA, ISO-9000 based Quality Systems Verification Program, which would later become USDA's first Process Verified Program—Red Angus' Feeder Calf Certification Program. Bob also implemented Red Angus' carcass Expected Progeny Difference (EPD) program, and later oversaw the first merging of ultrasound and carcass data into a single EPD suite. He negotiated value-based

marketing grids with two major packers. Before RAAA's 1995 grid with Monfort (now JBS), which was the first of its kind in the industry, almost all cattle were sold live, and now 70% are sold on some value-based system. He was also involved in the design of the industry's first "Total Herd Reporting" program, implemented at Red Angus that required the production of every cow and performance of every calf be reported annually. Under his leadership, Red Angus released the industry's first Reproduction Sire Summary and first Maintenance Energy EPD. Bob received the RAAA's Distinguished Service Award, and at the Association's 50th anniversary, he was named one of the "50 Most Influential People of Red Angus."

Bob served on the Board of Directors of the Beef Improvement Federation (BIF). With BIF, he has served on the program committee, was a BIF Guidelines author and editor for Breeding Herd Evaluation, committee chair for Whole Herd Reporting, and in 2004 received the BIF Continuous Service Award. He was also one of the founding members and the first Chair of the Ultrasound Guidelines Committee, which oversees certification of all ultrasound field and laboratory technicians. Bob served as President of U.S. Beef Breeds Council, on the Board of Directors of the National Beef Cattle Evaluation Consortium, and on the Board of Directors of the National Pedigree Livestock Council. In 2013, Bob was named Distinguished Animal Science Alumni from Penn State Department of Animal Science.