

by Julie Mais
Editor



The hard is what makes it great

It was a bumpy descent as our plane was completing its final 20 minutes of flight. Rain was streaking the window as I looked out to a sky of fluffy gray clouds.

I smiled at the grayness as it reminded me of a time years ago when I lived in this city I was traveling to for my first job out of college.

I had moved in the beginning of December, and in true central Ohio fashion the sun seemingly didn't shine for two weeks as a gloom overtook the skies.

This Missouri girl wasn't sure what she signed up for. However, I quickly fell for the city, the state and became thankful for the opportunity to serve Ohio's beef producers.

So, it seemed only fitting my first Angus Convention I had the privilege of attending was in Columbus, Ohio.

I sat among attendees at each session taking in the words from leaders in the Angus breed and the livestock industry. The message I took home is this: there's much for Angus breeders to be proud of, and there's a lot of opportunity for growth.

This was echoed in a presentation by Cameron Bruett, corporate affairs and sustainability at JBS USA, during Angus University as he addressed sustainability in the livestock industry.

In contrast to a narrative that says otherwise, modern beef production really does do more with less.

He said compared to 30 years ago, cattlemen produce 13% more beef today with 13% fewer animals, 30% less land, 20% less feed.

And, I might add, Angus breeders are leading the charge selecting for increasingly efficient cattle that

exceed the high-quality standards desired by consumers.

However, there is a voice saying our industry isn't sustainable and that's a challenge to meet head on.

Bruett said out of the 325 million people living in the United States, less than 1% claim farming as an occupation and 2% live on farms — 1% is feeding the 99%.

This figure reminded me of a quote from team manager Jimmy Dugan in the movie *A League of Their Own*. "It's supposed to be hard. If it wasn't hard, everyone would do it. The hard is what makes it great."

Angus breeders and cattlemen have hard work ahead of them to share their stories. But after witnessing an event like Angus Convention, our industry is in good hands.

In this issue

The January 2019 *Angus Journal* is a much-anticipated issue for our editorial team. We hope you notice and enjoy design and editorial changes with each turn of the page. Probably the most evident update was to the Table of Contents.

While editorial is still organized into four sections — Your Herd, Your Business, Your Association and Your Life — it's our hope the new contents helps you find articles quicker. Using larger photos helps us bring attention to feature stories.

Other changes, while they may seem subtle, pack a punch. Our team

took a hard look at each page and design element down to the smallest detail with the reader in mind.

In 2019, you'll also notice some editorial changes. The longstanding Angus Advisor column will change from printing in 12 issues a year to four, aligning with decisive seasons in beef production. This will keep the content fresh, and our contributors will be able to focus on what breeders need to know in their region. We are also adding an additional region to the next Angus Advisor.

Connecting with the essence of the farm and ranch life, we are excited to introduce Cattle Culture, a monthly feature taking a look into the everyday life of cattlemen and women.

As we continue to evolve, check back here each month to find more updates to our editorial offering.

This issue focuses on Health & Wellness — how to take better care of both yourself and your herd. You'll also find in-depth coverage of the fifth annual Angus Convention on page 136 and in future issues.

I am proud of what our team has accomplished in the past seven months, and with each issue we look forward to bringing you the *Angus Journal* of 2019.

A handwritten signature in black ink that reads "Julie".

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