# WHAT'S INSIDE

#### January Issue | Health & Wellbeing



## **THE POWER PROTEIN**

Beef has been a staple on dinner tables for many years, but what makes it so special? Learn the health benefits behind the power protein and how to share its story with consumers.

## **OUALITY CONTROL**

Water quality proves crucial to cattle herd health and reproductive success.

### THIN AIR

The heart of an animal is delicate, yet resilient. It's the beat cattle march to, day in and out. But it's also a cause for concern in high country, maybe even not-so-high country in modern beef cattle production.

# ONE SIZE DOESN'T FIT ALL

Following 18 months of changes in Angus Media, the American Angus Association's publications reach their target audiences with a business sense.



### **I AM ANGUS:** THE ART OF GREATNESS

Five iconic individuals who have influenced the Angus industry and cattle business discuss how they initiated change, sparked controversy, and how their individual and collaborative efforts contributed to society.





### THE NEXT ISSUE

**Bred for Brilliance:** Tips on getting into and succeeding in the seedstock industry.

# WHAT'S INSIDE



## ANGUS, AMERICA'S BREED

Progress and innovation celebrated at the three-day event in Columbus, Ohio.

# **50 YEARS,** 50 QUEENS

A title cultivated from the scholarship program started by the Angus Auxiliary in 1955, Miss American Angus is a prestigious role filled with a kaleidoscope of recipients and a rich history of tradition.

### YOUR HERD

- By the Numbers
- Veterinary Call
- Angus Advisor
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- The First 15 Minutes

## YOUR BUSINESS

- Beef Business
- Let's Geaux to New Orleans

Sale Summary

### YOUR **ASSOCIATION**

- Angus Offers Internships
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- New Members
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- ROV Shows
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### YOUR LIFE

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