WHAT'S INSIDE

March Issue | *Making Your Mark*



BEYOND THE LOGO

Targeting the Brand helps breeders help their customers.

MARKETING IN A DIGITAL WORLD

Three experts share their top tips for promoting genetics online.

STAND FOR SOMETHING

Your brand is the vehicle essentially transporting your products and services around the globe.

96 **DISCIPLINED** DREAM

Missouri cattleman creates value through customer success.

104 BUSINESS BEHIND THE BREED

Marketing tips and tricks give Angus breeders a leg-up in the competitive cattle industry.

110 STILL IN A CYCLE

Industry expected to remain profitable with strong markets, according to CattleFax outlook.

116 THE BUZZ ON MEAT SUBSTITUTES

NCBA advocates for protection of species-specific terms used to describe meat products.

120 BETTER WITH AGE

Like fine wine, premium beef is better with age.

208 A PEN OF PRIMES

Brothers from Detroit succeed with their own ideas.







THE NEXT ISSUE

Weathering the Storm: Dealing with stressors in the cattle industry from the environment and beyond.

WHAT'S INSIDE continued





NATIONAL WESTERN STOCK SHOW COVERAGE

146 Champions Named at NWSS ROV Angus Show

158 Born With It

164 Champions Named at the Jr. Angus Show

180 National Western Angus Bull Sale

188 NWSS Carload & Pen Show

198 Angus Foundation Raises \$127,500

YOUR **HERD**

56 By the Numbers

Veterinary Call

Repro Tracks 70

Performance Report

YOUR **ASSOCIATION**

218 Association Highlights

226 Membership Tips

234 New Members

244 Auxiliary Notes

YOUR LIFE

250 Newsmakers

260 Next Generation

264 Your View

270 Cattle Culture

276 Outside the Box

YOUR BUSINESS

84 **Beef Business**

90 New Products

126 Market Advisor

132 Sale Summary

IN FVFRY **ISSUE**

Angus Angle 12

16 The Front Gate

Angus Staff

140 Regional Managers

274 Advertising Rates

278 Angus Classified

283 Angus Almanac

318 Advertiser Index



