

by Julie Mais
Editor



How do we get there?

It was a staple for any road trip in my youth. The cover was well-worn from page turning, hanging on by a few threads on the spine. The corners were creased and notes scribbled in pencil were sprinkled throughout the pages.

In the days before affordable GPS units, Google Maps and smartphones, whether we were planning a trip to see extended family, taking a vacation or traveling to a cattle show, the United States atlas always guided our family voyages.

Back then the “How do we get there?” conversation was more than just inputting the starting point and final destination into an app. We’d have to find where we were on the map, choose a route and do our best to not miss a turn along the way.

Maps don’t tell you where to go or even how to get there. Instead, they showcase all the possible options for arriving at a destination.

“Navigating the Numbers,” for your operation all starts with that end point — your unique goals. The success of the Angus breed lies with

utilizing the tools and data made available and applying them to your herd, your environment and your business plan. No two breeders will choose the same route, or even the exact same destination.


In this issue

We are excited to offer coverage of the inaugural Cattlemen’s Congress event hosted in Oklahoma City, Okla., in January. The enthusiasm of Angus breeders safely gathering once again was evident by the quality brought to both the show ring and National Angus Sale, along with the immense support of the Angus Foundation and its mission.

The Certified Angus Beef LLC team continues to support retail and foodservice sectors who were greatly affected by the COVID-19 pandemic. Be sure to check out the

#RestaurantChallenge on page 78 to learn how you can join the effort.

“You can’t use an old map to explore a new world,” Albert Einstein once said.

Some tools might be changing as new information and technology becomes available. How can you stay up-to-date? Our goal with each issue is to provide you the latest in the Angus breed and cattle industry. To receive this information wherever you are, subscribe to the AJ Daily e-newsletter at <http://anguselist.com/> and be sure to check out the new *Angus Journal* website at www.angusjournal.net. 

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

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