

by Julie Mais
Editor



The Keepers

We are in the business of telling stories. Your stories.

And when I think about the work Angus breeders do day in and day out, caring for their herds and the land, one particular tale comes to mind — the very first story of mankind doing just that.

“And God said, ‘Let the land produce living creatures according to their kinds: the livestock, the creatures that move along the ground, and the wild animals, each according to its kind.’ And it was so. God made the wild animals according to their kinds, the livestock according to their kinds, and all the creatures that move along the ground according to their kinds. And God saw that it was good...

...Then God said, ‘Let us make mankind in our image, in our likeness, so that they may rule over the fish in the sea and the birds in the sky, over the livestock and all the wild animals, and over all the creatures that move along the ground...’

...The Lord God took the man and put him in the Garden of Eden to work it and take care of it...

...Now the Lord God had formed out of the ground all the wild animals and all the birds in the sky. He brought them to the man to see what he would name them; and whatever the man called each living creature, that was its


name. So the man gave names to all the livestock, the birds in the sky and all the wild animals.”



What a blessing, and a challenge, for Angus breeders to wake up each day and continue the story of generations who serve as caretakers of cattle and land while on this earth. It’s been proven that being a good steward of resources not only

provides for your family today, but also leaves something even better for future cattlemen.

It’s no secret there is some public confusion on beef production’s environmental effect. But the U.S. beef industry has a good story to tell. According to the USDA’s National Agricultural Statistics Service (NASS), U.S. beef farmers and ranchers produce the same amount of beef with one-third fewer cattle than they did in the 1970s. That didn’t just happen overnight.

In this issue, “The Keepers,” we share accounts of Angus breeders, like you, who work tirelessly implementing improved management practices, selecting more efficient genetics and utilizing technologies. Who work with the land, and not against it. And not just because top care for your cattle is a savvy business decision — it’s the right thing to do. 



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