

by Julie Mais
Editor



Building the foundation

Building a business, building a herd, building a house, building a family. It all starts with a strong, solid foundation. A thoughtful plan laid down brick by brick is the underpinning of success.

As we move into spring on the tail of another busy sale season, there's no doubt many important decisions were made for the future of your herd. Purchasing a bull or selecting semen takes careful thought and investment. It's animal science basics — sires have significant influence on future calf crops. However, in this issue we consider the other side of that equation — the Angus cow.

The herd

Arguably the Angus cow is the bedrock, the foundation, of your herd. Her importance is perhaps emphasized by the Angus breed and beef industry's desire to measure and capture longevity. Keeping the good ones around for a long time is a common goal among breeders.

Her relevancy and resiliency are well-described by past American Angus Association president John Pfeiffer Jr. During a conversation we had about his time on the Board of Directors, we were talking about the breed over the years and what he's witnessed. He said of the Angus cow, "We've made her big, we've


made her little, we've made her fat, we've made her skinny. We've done all kinds of things to her, and she seems to always come through. No matter how bad we try to screw her up, there's always some genetics left out there that we can piece back together and start all over again." The Angus female has staying power. She adapts and changes with the times, and more importantly, with her environment.

In this issue, "Leading Ladies," we share management tips to help you get the most out of your investment in your herd. Highlighted on page 124 is the 2021 Angus Pathfinder® Report. The report identifies 8,164 cows that have excelled in production based on Angus Herd Improvement Records (AHIR®) records of performance, and the 1,794 members owning a Pathfinder Cow.

The future

The Angus breed's future is also built on the foundation of youth programs and developing the next generation of breeders and industry leaders. Spring and summer

are always an exciting time with numerous opportunities for Angus youth to gain skills and build their network. Page 126 features the upcoming National Junior Angus Show (NJAS) and shares what to expect from this outstanding annual event. There are also numerous scholarship opportunities — find those in "Association Highlights."

It was this time last year we were wrapping up the April 2020 *Angus Journal* just before the world changed due to the COVID-19 pandemic. The past 12 months brought uncertainty, but if this spring sale season is any indication, the Angus breed is standing firm. 

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

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