

by Shauna Rose Hermel
Editor



Mavericks find new pathways

Perhaps the hardest thing to do in a competitive environment is to break out of the mold and do something different.

The tendency is to do what seems to be working for everyone — or at least someone — else. After all, if it's making them profitable, it should be profitable for me, too, right?

Unfortunately, that's often not the case — especially in the cattle industry. The cow's ability to turn a multitude of environments into protein means cattlemen, by default, each deal with a unique resource base that may require its own unique analysis, as well as its own unique management and marketing systems, to prove profitable.

Of all people, Angus producers should appreciate the vision of mavericks. After all, it took a maverick to bring those first four Angus bulls to the United States. Reaching Victoria, Kan., May 17, 1873, George Grant's black bulls were considered freaks. With time, they proved themselves, and their impact on the U.S. beef industry has been profound.

When the rest of the industry was declaring a war on fat and racing toward bigger and leaner, it took a group of mavericks to steer the breed toward a more palatable future. Those who established and protected the *Certified Angus Beef*® (CAB®) brand in its formative years were mavericks of hall-of-fame caliber.

Those producers who started weighing and measuring their cattle in the early days of performance programs were mavericks, searching for an edge that would give them



and their customers a competitive advantage.

Now, Angus genetics, performance data and targeting high-quality beef are fundamentals of profitability in our industry. Today's mavericks are building on that solid foundation to seek new business structures, improve marketing infrastructure and tailor genetics to their environments.

Bulletin gets its turn

We can't wait to unveil a newly designed *Angus Beef Bulletin* this fall. Positioned as the "Commercial Cattlemen's Angus Connection," the *Angus Beef Bulletin* is targeted to your commercial customers — 63,000 of them.

Its purpose is twofold: (1) to give you a platform to market your seedstock to commercial cattlemen and (2) to help your customers make the most of their investment in Angus genetics.

We don't want to spoil the surprise, but if you have never used the *Bulletin* in your marketing program, you might want to talk to your regional manager about the opportunity it offers. If you're already using the *Bulletin* as a marketing vehicle, ask your regional manager about the new options we'll offer this fall.

Late-breaking

We are excited to share that Julie Mais will be the new editor for the *Angus Journal*. Julie is currently serving as editor of the *Hereford World*. We are expecting her to join our team in June.

A former American Angus Association intern, Julie worked as director of communications and managing editor for the Ohio Cattlemen's Association and the Ohio Beef Council before moving to the *Hereford World*. We'll get you more details in coming days, but we wanted to share the good news.



shermel@angus.media