



Angus Stakes

► by **Shauna Rose Hermel**, editor

Get ready to surf this summer

You won't want to miss what Angus Productions Inc. (API) has in store for you online this summer.

Angus international

We live in a world where the weather in China can affect the price of wheat at harvest in the United States. A drought in Brazil can affect domestic soybean prices. A political coup halfway around the world or a change in leadership in a neighboring country can sway trade relations, affecting import/export outlooks and, therefore, prices for a host of commodities.

A disease outbreak in the European cow herd can affect demand for beef around the globe. And the phenomenon of the *Certified Angus Beef*® (CAB®) brand can increase the demand for Aberdeen-Angus genetics all over the world.

Cattlemen from other countries have long taken an interest in the U.S. cattle industry, often sending youth and industry leaders to the United States to study our production systems. We found it interesting as we started tracking viewers of our API Web sites that about 10% of the hits originated from international destinations — Canada, Mexico, Brazil, Argentina, Chile, Australia, the United Kingdom and others. As we have added topic sites and real-time sites, that percentage has gone down, but we're still getting a significant number of hits from other countries.

Interest in marketing Angus genetics abroad is increasing, and global partnerships and investments are occurring more

frequently. There's a lot to learn about Angus herds and events in other countries, as well as about marketing seedstock abroad. Let www.Angusinternational.info serve as your Web portal to information about the Angus societies and cattle industries around the globe.

We're excited about the possibilities of this Web site's being a platform for global information sharing among the Angus family worldwide. We hope other countries will contribute to the site by sharing information about their Angus herds and events.

Country of origin

The most cussed and discussed topic of the spring has been country-of-origin labeling (often referred to by the acronyms COL and COOL). Passed into law with the 2002 Farm Bill, country-of-origin labeling becomes mandatory in October 2004. That means calves born this spring will need to be identified as to their country of origin in order to be sold at retail. Just how that is going to happen isn't clear.

It's an emotionally charged issue with vocal supporters and opponents. Whether you're for or against it, it is the law. And much of the discussion has turned to how it will be implemented and how the law will be enforced.

Sen. Jim Talent (R-Mo.) chairs the subcommittee that is grappling with this

issue. On page 116, Corinne Blender reports on a hearing Talent hosted in Joplin, Mo., to get to the bottom of some of the issues.

To give you a comprehensive overview of the topic, API has created a Web portal — www.countryoforiginlabeling.info — to serve as your gateway to information about country-of-origin labeling. This Web site will provide you with links to news releases, articles in trade magazines and information sites by other organizations. You can also sign up to be notified when new information is added to the site as it becomes available.

BIF online

The Beef Improvement Federation (BIF) annual conference will undoubtedly be one of the best meetings for cattlemen focused on the genetics of their business. You'll be able to attend the May 28-31 conference all summer by visiting www.BIFconference.com for API's real-time coverage. Boehringer Ingelheim Vetmedica, Inc., is again sponsoring the site, allowing us to bring you the information. And we've added a page of Angus supporters (contact the Web Marketing Department if you want to be added to that list).

Shows

The National Junior Angus Show (NJAS) is the largest Angus activity of the year. While more than 3,500 youth and adults will attend July 13-19, someone will have to stay home to do the chores. If you got chore detail, you'll be able to keep up with the progress of your family and friends by attending the real-time coverage at www.angusjournal.com/NJAS.

For other real-time coverage, including the Eastern Regional and the Atlantic National Super Roll-of-Victory (ROV) and Regional Preview, logon to www.angusjournal.com/realtime.

E-MAIL: shermel@angusjournal.com

ANGUS PRODUCTIONS INC.

3201 Frederick Ave., Saint Joseph, MO 64506-2997
phone: 1-800-821-5478; fax: (816) 233-6575
office hours: (M-F) 8 a.m.-4:30 p.m. (Central time)
home page: www.angusjournal.com ■ Staff are listed by name, phone extension and e-mail prefix. All direct phone numbers are "(816) 383-5..."; all e-mail addresses are "...@angusjournal.com"

General manager—Terry Cotton, 214, tcotton
Editorial Department—Editor, Shauna Rose Hermel, 270, shermel ■ Assistant Editors, Corinne Blender, 277, cblender, & Stephanie Veldman, 215, sveldman ■ Artists, Christy Benigno & Mary Black ■ Proofreader, Lucille Standlee
Field editors—Kindra Gordon, 609 Deerfield Court, Spearfish, SD 57783, (605) 722-7699, kindras@gordonresour2ces.com ■ Janet Mayer, 259 Mill Hill Rd., Johnstown, PA 15909, (814) 322-4687, jmayer5013@aol.com ■ Becky Mills, Rt. 1, Box 414, Cuthbert, GA 31740, (229) 732-6748, lovettmills@alltel.net ■ Troy Smith, HC 72, Box 18A, Sargent, NE 68874, (308) 527-3483, wordsmith@nctc.net
Contributing writers—Barb Baylor Anderson, Eric Grant, Stefan Staiger Schneider

Advertising/Production Department—Manager, Cheryl Oxley, 216, coxley ■ Advertising assistants, Doneta Brown, 289, dbrown, & Rich Masoner, 223, rmasoner ■ Production assistant, Carol Beckett, 226, cbeckett ■ Advertising artists, Susan Bomar, Mike Bush & Monica Ford ■ Advertising proofreader, Jacque McGinness

Special Services Department—Coordinator, Sharon Mayes, 221, smayes ■ Assistant, Vickie Whitsell ■ Artist, Janet Herkelman ■ Proofreader, Linda Robbins

Web Marketing Department—Director, Angie Denton, 211, adenton ■ Assistants, Tanya Peebles, 234, tpeebles, & Tonya Shinn, 239, tshinn ■ Artist, Ray Palermo

Photo Department—Coordinator, Donna Conley, 217, dconley ■ Digital imaging specialist, Kathrin Gresham

Circulation coordinator—LaVera Spire, 220, lspire
Network systems coordinator—Bruce Buntin

Office assistant—Lauralee West

Angus Productions Inc. (API) Board: Chairman, Joe Elliott; vice chairman, John Crouch; president, Terry Cotton; secretary-treasurer, Richard Wilson; Keith Arntzen; Mark Gardiner; Jot Hartley; Paul Hill; Jay King & Abbie Nelson

