

change is traditional

LEAD IN

by Dr. C. K. Allen
Executive Vice President
American Angus Assn.

It has been said that change is traditional. And justifiably so, because if there is one thing we can count on, it's change.

Today, primarily because of improved communications, the rate of change is much faster than ever before. How we, as individuals, respond to it is frequently as important as the change itself.

Change brings new opportunities and uncertainties. Some people have great difficulty adjusting but, realistically, there is no way we can hold "our section of the world" in place if we want to be competitive in a world that is constantly changing.

Repeatable Reaction

There is a fairly repeatable way people react to change. A good example would be the acceptance of hybrid corn. The first hybrid seed was produced in 1926, but it was some 25 years later before nearly all the corn planted was hybrid variety. Initially, only a very few people used hybrid seed, and they were the ones who made the most profit from it, because they dramatically increased their production with a small increase in price and were able to sell their increased production for the same price as people using open pollinated seed.

The next group of people to start using hybrid corn were those who learned from the real pioneers and observed the profits they were making. The last group, and the ones who were slowest to change, changed because they were forced to do it in order to compete with people already using hybrid corn.

Same Acceptance Trend

The same trend in acceptance of change can be seen today, but things tend to happen much faster. Of course, not all new ideas are valid. Many cattlemen and ranchers are reluctant to accept a brand new idea, preferring to let others be the guinea pigs.

It is important that we separate new ideas from technology or innovations that have

been proven but just recently introduced into our industry. Concepts that have been thoroughly proven offer opportunities for us to push our operation ahead of the average by implementing those changes faster.

Time-Proven Idea

This magazine is the second issue of a time-proven idea that has just recently been introduced to the Angus breed. A publication representing Angus is certainly not new. But this is the first time the Angus breed has had a magazine with broad circulation that covers all association members and people interested in cattle with a quality publication with extensive editorial about the industry.

The broad circulation includes all members, thousands of commercial producers interested in Angus cattle, people considering investment in cattle and leaders in beef cattle production around the world. It is the first opportunity for Angus breeders to reach all other Angus enthusiasts by advertising in one publication. Probably more important, the broad cir-

ulation provides a tie between the largest group of beef producers ever united through a single breed association publication.

Quality

The improvement in quality is also important. The Angus breed is the predominant beef cattle breed. It is the most complete breed that offers more to the commercial industry than any other breed. The quality of the new ANGUS JOURNAL reflects the quality of the Angus breed.

The editorial content of the new ANGUS JOURNAL may, in the long run, be its most important contribution. It will improve communication among Angus breeders, commercial cattlemen and industry leaders. By improving communication, it will decrease confusion and unite breeders in an effort to find solutions to industry problems.

Editorial Content

The editorial content will include complete news reporting of things going on in the Angus world and events that are shaping the future of the Angus breed. It also will include information on the latest innovations in beef breeding, production and marketing.

Further, through top ANGUS JOURNAL staff members and free-lance investigative reporters, we hope to provide the readers of ANGUS JOURNAL with accurate information concerning the forces that are affecting the beef cattle industry, who is behind them, what the real reasons are and what the true effects are.

Biggest Benefit

Like the early corn producers, the Angus breeders who will reap the biggest benefit from the new ANGUS JOURNAL will be those who endorse it in its early stage. However, in the long run, not only will the Angus breed and Angus breeders benefit, but the entire industry will become better informed and more effective. 

