WHAT'S INSIDE

September Issue | What's Next?



50 CHRIST, COMMUNITY AND COWS

The ZumBrunnen family discusses how their third-generation Angus operation continues to stand the test of time.

58 MARKET OUTLOOK: VOLATILITY TO CONTINUE

Play defense, but have some optimism and look for opportunities, too.

62 VEST RANCHES WINS

BIF COMMERCIAL PRODUCER AWARD

The Angus-Charolais operation receives prestigious award June 8 during the annual conference.

A FIRM FOUNDATION

Young Tennessee part-timer makes the transition to full-time cattleman.

THE SOLUTION

32 For nearly 40 years, Phil Trowbridge has been educating young people with his internship program.



210 THE ROAD LESS TAKEN

There are many paths available to those interested in being involved in the cattle industry. Each is unique and crucial to the success of the Business Breed, even if they are less traveled.

234 EVERYBODY WINS

50 CAB interns learn, tell brand stories across 20 years.



ANGUS JOURNAL



@AJEDITOR

The official publication of the American Angus Association®



ON THE **COVER**

Photo by Madi Baughman, Angus Media intern





A bright spot in an otherwise bleak stretch of months plagued with change and uncertainty, the National Junior Angus Show brought Angus breeders from across the United States together July 19-24 in Tulsa, Okla.

71 NATIONAL JUNIOR ANGUS SHOW RESULTS

Nearly 530 Angus juniors and their families competed in the 2020 National Junior Angus Show.

YOUR HERD

By the Numbers

Vet Call

Repro Tracks

Performance Report

YOUR BUSINESS

Beef Business

Market Advisor

Marketing Matters

YOUR **ASSOCIATION**

180 Association Highlights

184 Membership Tips

186 Foundation in Focus

188 Auxiliary Notes

190 Open Shows

198 Junior Shows

YOUR LIFE

214 Outside the Box

216 Newsmakers

220 Next Generation

226 Cattle Culture

228 Your View

IN EVERY **ISSUE**

Angus Angle

Common Ground

Angus Staff

178 Regional Managers

179 Advertising Rates

230 Angus Classifieds

238 Angus Almanac

270 Advertising Index

THE NEXT ISSUE

On Target: Angus cattle meeting customer demands.

