

# ANGUS JOURNAL

OCTOBER  
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PIGGLY WIGGLY  
HAD A COW

The humble beginning of Black Crest Farms starts with three Angus heifers, two grocery stores and 50 acres in the year 1957.

22



BRANDED  
BEEF

Beef. It's what's been for dinner for years and what will continue to be for dinner as branding programs of the beef industry shift to match the demands of consumers.

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YOUR HERD

OCTOBER

YOUR BUSINESS



## TOUGH TALKS

Talking to consumers about the tough topics.

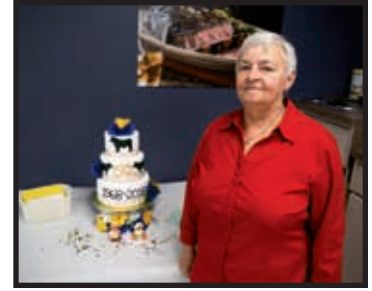
**36**



## A MARK TO REMEMBER

The *Certified Angus Beef*<sup>®</sup> brand's 40th Anniversary celebration campaign shares the iconic logo across the country.

**74**



## ALWAYS ANGUS

For the past half-century, Janet Shackelford has been serving Angus breeders as a devoted member of the American Angus Association staff.

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**YOUR LIFE**

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## BIG SKY

Billings, Mont., welcomed 155 junior Angus members for the Leaders Engaged in Angus Development (LEAD) Conference in August.

**246**



### 80 Raising the Right Kind, Right

CAB award-winning 2 Bar Angus is about cattle, kids and quality.

### 84 Pride and Precision

Arkansas cousins use technology to drive Angus success.

### 88 Tradition, Innovation, Loyalty and Trust

Bledsoe Cattle Company earns *Certified Angus Beef*® cattle feeding honors.

### 92 Building Better Beef

Missouri Angus breeder maximizes value to pay it forward down the beef production chain.

### 98 Agriculture's Advocate

North Carolina Angus farm earns 2018 CAB Ambassador Award.



## INTUITION IGNITES

Cudlobe Angus honored as the 2018 Inaugural CAB Canadian Commitment to Excellence award winner.

**254**



## A CAPITOL TIME

Angus junior gets opportunity of a lifetime.

**260**

### LIVING THE *Dream* IN 2018

★★★★★ 50<sup>TH</sup> NATIONAL JUNIOR ANGUS SHOW • 1969 — 2018

### 110 NJAS On Display

The real stories behind the junior state associations' displays at the National Junior Angus Show.

### 114 Becoming the Best

Through educational clinics, the NJAS offers junior members an opportunity to expand their industry knowledge.

### 118 Career Countdown

From the handshake to the polished shoes, NJAA members show off their skills during the Career Development Contest.

### 124 Fearless Speakers

Junior Angus exhibitors showcase their public speaking skills.

### 128 Pen to Paper

Angus juniors convey their stories, passions and dreams through written word at the NJAS.

### 134 Just One Click

It's a story, not one with words or hand gestures, but one with color, focus and emotion.

### 146 Digital Reach

Social media photo contest gives exposure to young photographers.

### 152 The Golden Glow

NJAA members emit a golden glow as 29 young cattlemen and women receive their Gold Awards.

### 164 Silent Saviors

The annual Angus Foundation silent auction enhances Angus education, youth and research.

### 168 All Fore the Foundation

The 18th annual Angus Foundation Golf Tournament was hosted in conjunction with the 50th NJAS.