

by Julie Mais  
Editor



## The Endgame

*It's one of those drives I've made, either by passenger or at the wheel, so many times it's impossible to count. It could be considered a mindless task by now, but the gravel road narrowly skimming over rolling hills wouldn't safely allow that.*

The six miles between my parents' house and my grandparents' home is well-traveled. For many years, as life and situation would have it, much of my family's cow herd and show cattle were located on or near my grandpa's farm, which required more stop-ins than our usual "hello."

My siblings and I spent the summers of our early youth there prepping our show cattle as my parents didn't yet have the facilities.

My dad would pick us up after his work was finished, and sometimes on those slow summer evenings he gave us a choice to take the long way home. You see, there were actually about a half dozen ways to make the trip.

The quickest way required summiting a long, steep hill which always seemed like an adventure to our young hearts. The longest avenue, and most scenic, was tucked in away even further into the rural landscape

taking us through tight curves and past pastures and timbers on this road less traveled. The other options fell somewhere in between.

Fast forward to today. I have a running joke with my husband who did not grow up in the area. He says every time we stop in to see my grandpa, we take a different road back to my parents' house. Five years of this, and I think he's finally finding his way.

You know the saying, "If you don't know where you are going, any road will get you there." But, consider, "If you do know where you're going, sometimes a few roads will also get you there."

### In this issue

This October issue of the *Angus Journal* is dedicated to "The Endgame" — the final stage. The endgame is what's on the mind of

each Angus breeder for both their customer and the consumer.

While their final goal might be the same — producing cattle and beef desired by the marketplace — the Angus breed has great diversity and the homestretch for each operation looks different. That's where the American Angus Association comes into play by providing tools to help Angus breeders meet their unique objectives and their customers' unique needs.

In this issue we share stories of Angus breeders' paths to "The Endgame," with a focus on high-quality beef — the ultimate destination. **AJ**



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## Join us at Angus Convention

The *Angus Journal* is in a season of celebration. Join us at the Angus Convention, Nov. 2-4, in Reno, Nev., to help us celebrate the 100<sup>th</sup> anniversary of the *Angus Journal*. Stop by the Angus Media booth during the trade show to walk through *Angus Journal's* rich heritage and to pick up a commemorative button.

