

by Julie Mais
Editor



Brushstrokes

Shades of lavender and pastel pink anchored by blues and greens set a peaceful tone. Light dances on reflections in the water.

A bench sits about eight feet back from the oversized canvas. Take a seat. It's the best spot to appreciate the shifting shapes of floating water lilies. Spend a few moments soaking up the scene, the literal "big picture."

Stand up and move toward the oil painting. With each stride the landscape fades, becoming a mix of color. A few steps closer and you can make out the sweeping brushstrokes applied by the artist. Each one is deliberate.

Claude Monet's "Water Lilies" is a must-see at the Nelson-Atkins Museum of Art in Kansas City, Mo. Monet is considered a founder of the impressionist movement, which is characterized by relatively small but visible brush strokes — and each one matters.

The canvas of your Angus program is made of many measured decisions. From breeding to feeding to marketing, the compilation of your

choices creates the big picture of what your operation stands for and what it is known for. You get to decide how those brushstrokes go together.

Quality counts

The October *Angus Journal* theme is "Quality Counts," and Angus is synonymous to quality. It counts to the *Certified Angus Beef*® (CAB®) brand; it counts to your customers. Quality is displayed each day in your cattle and value of service.

In this issue we celebrate Angus breeders, CAB brand partners and supporters who are committed to excellence. This month's "By the Numbers" column explains how the Angus Herd Improvement Records (AHIR®) Inventory Reporting option can more accurately reflect what is occurring in your herd.

The *Angus Journal* team recently attended cattle industry events, and we share important updates with

you including the annual CattleFax Outlook, which showcases the strength of cattle prices and demand, allowing producers optimism.

Also in this issue is information on American Angus Association Board of Director candidates, the list of delegates and alternates for the 138th Annual Convention of Delegates, and details on educational sessions planned during Angus Convention hosted Nov. 6-8 in Fort Worth, Texas.

This publication is composed of brushstrokes that reflect the Angus business in "Your Herd, Your Business, Your Association and Your Life." Each issue starts as a blank canvas and is filled with vibrant stories of those who make up the Business Breed. **AJ**

A handwritten signature in black ink that reads "Julie". The script is cursive and elegant.

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ORIGINAL PHOTO BY MORGAN BOECKER

IT PAYS TO MOVE FAST

and get in early on the breed's most

Progressive Sires

Over 50 females in our fall calving herd are due to Salvation, Summation, Regiment, Iconic and Hometown



SG SALVATION



FF RITA **7A24** of 4220 Manning +*18893877
Sire: Quaker Hill Manning
Dam: FWY 2002B of 277L 4220
Plus ET offspring by Salvation **DUE TO SALVATION**



44 RUBY **8794** +*19224757
Sire: VAR Discovery 2240
Dam: 44 Ruby 6076
DUE TO SALVATION Plus ET offspring by Clarity



SPRUCE MTN ISABEL **9064** +*19401286
Sire: JVC Cavalry V3326
Dam: Baldrige Isabel C235
Plus ET offspring by Clarity and Confidence Plus **DUE TO SALVATION**

THINK BIG
START SMALL
MOVE FAST

Join us next year Saturday, April 23, 2022

Belle Point Ranch

The David McMahon Family, Lavaca, Arkansas

www.bellepointranch.com

Business Office: 479-782-5579

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America's No. 1 sale management firm as acclaimed by Angus breeders from coast to coast and border to border! The world's oldest sale management firm the past 82 consecutive years.

Looking forward to seeing you at these major, October and November Angus sales:

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angushall@angushall.com
angushall.com

OCTOBER

- 1 McKellar Angus Annual Fall Production Sale, Mt. Pleasant, TX
- 2N Horstman Cattle Company Factory Direct Elite Female Sale, West Lafayette, IN
- 5N Babcock Angus Female Sale, Long Pine, NE
- 12 Coleman Angus Female Sale, Charlo, MT
- 16 Gerloff Farms 14th Annual Bull Fest and Female Sale, Bland, MO
- 16 Whitestone Farm Annual Brand of Quality Angus Sale, Aldie, VA
- 17 Pennsylvania Finest Female Sale, at McKean Brothers, Mercer, PA
- 23 Complete Dispersal of Howard Rambur's RC Angus Herd, in conjunction with the Sidney Livestock Market Center Bred Cow Sale, Sidney, MT
- 24 Marda Farms/Spring Creeks Joint Angus Production Sale, Lodi, WI
- 31 Neenah Creek Angus (Owen Wade) Complete Dispersal, Endeavor, WI, held in Lanesboro, MN

NOVEMBER

- 4 McCabe Genetics Bull Sale, Elk City, KS
- 6 Star Creek Angus Ranch Bull and Female Sale, Durant, OK
- 11 ZWT Ranch Angus Bull and Female Sale, Crossville, TN
- 12 Ingram Angus Production Sale, Pulaski, TN
- 13 Bear Mountain Angus Production Sale, Palisade, NE
- 13 Ogden Angus Bull and Female Sale, Lockwood, MO
- 19N Quaker Hill Angus Sale, Louisa, VA
- 20 Ginger Hill Angus Sale, Culpeper, VA
- 21 Janssen Angus Female Sale, Earlham, IA
- 28 Siebring Angus Production Sale, Gilman, IL
- 28N All-American Angus Sale, held at the Great Northern Livestock Exposition in Cheyenne, WY



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816-853-2697



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We are pleased to announce that we have been selected to manage the 2022 National Western Bull and Female Sale during the 2022 National Western Stock Show in Denver, CO.

This sale will be held on the Hill and will be open to the following: Cattle on the Hill, the Pen Shows, as well as the display area for sale cattle only. Sale is open to anyone wishing to participate. Entries will be inspected and reviewed. Let us know your intentions to consign today. ***This promises to be a landmark event!***

RISING STARS AT ALTA



V A R FIRE POWER 011AN02229

Power Play x Discovery | Reg #: 19384304 | Birthdate: 02/15/2019

- ▲ This big bodied, high performance stud is sure to add pounds to your next calf crop
- ▲ Exceptional EPD profile to complement his stunning phenotype
- ▲ Royally bred from a proven cow family

	PRODUCTION							MATERNAL				MANAGEMENT				CARCASS				\$ VALUES								
	CED	BW	WW	YW	RADG	DMI	YH	SC	HP	CEM	MILK	MW	MH	\$EN	DOC	CLAW	ANGLE	PAP	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
EPD	+7	+2.6	+92	+168	+38	+1.45	+1.2	+1.77	+12.8	+15	+38	+126	+1.3	-56	+37	+51	+36	+2.52	+77	+1.14	+56	+0.25	+74	+100	+124	+70	+194	+326
Acc	.35	.55	.48	.44	.34	.34	.53	.50	.22	.31	.31	.37	.40		.36	.36	.36	.26	.42	.37	.37	.33	American Angus Association® 08/24/2021					



GVC LONE WOLF 011AN01552

Maverick x Discovery | Reg: 19571633 | DOB: 02/12/2019

- ▲ An elite, balanced EPD profile in a very attractive package
- ▲ Curve bending EPD profile with high docility and excellent foot quality
- ▲ Elite carcass genetics with MARB and REA over +1.00

	PRODUCTION							MATERNAL				MANAGEMENT				CARCASS				\$ VALUES								
	CED	BW	WW	YW	RADG	DMI	YH	SC	HP	CEM	MILK	MW	MH	\$EN	DOC	CLAW	ANGLE	PAP	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
EPD	+8	+9	+82	+155	+34	+1.81	+7	+1.26	+14.0	+12	31	+139	+1.1	-58	+20	+49	+33	+3.75	+75	+1.17	+1.02	+0.00	+54	+84	+127	+79	+207	+322
Acc	.32	.48	.42	.37	.29	.29	.42	.47	.20	.27	.27	.33	.36		.34	.27	.27	.22	.38	.35	.34	.31	American Angus Association® 08/24/2021					



Pine View CARSON 011AN01561

Reno x Xpand | Reg: 19499410 | DOB: 01/24/2019

- ▲ Moderate framed Reno son who excels for growth and maternal traits
- ▲ Superior carcass merit at over +1.00 for both MARB and REA
- ▲ Dam is a donor at Pine View

	PRODUCTION							MATERNAL				MANAGEMENT				CARCASS				\$ VALUES								
	CED	BW	WW	YW	RADG	DMI	YH	SC	HP	CEM	MILK	MW	MH	\$EN	DOC	CLAW	ANGLE	PAP	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
EPD	+9	+1.6	+86	+154	+31	+1.96	+8	+7.3	+12.3	+12	+25	+131	+1.1	-51	+21	+41	+51	+1.02	+74	+1.11	+1.11	-.015	+56	+83	+121	+79	+200	+315
Acc	.35	.50	.43	.38	.32	.32	.44	.41	.24	.32	.32	.37	.38		.36	.29	.28	.26	.40	.37	.37	.34	American Angus Association® 08/24/2021					

Check out these impressive young sires who offer a balance of traits that cover all the economically important areas of your operation.

For more information on these sires and the complete lineup of Alta Genetics sires, contact your nearest representative or visit www.altabeef.com.

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