

by Julie Mais
Editor



With the customer in mind

“The rain just keeps missing us,” the rancher said shrugging his shoulders as we stood chatting on his rocky, dry land in New Mexico this past summer. Looking to the ground, short blades of grass, a few inches high, jutted out of the dirt sparsely around my boots.

All it would take was a little rain and the landscape would transform from brown to green — seemingly instantaneously. It would be hard to believe that as the case, except for the knee-high green grass I noticed just a few miles back on our drive in. That land enjoyed the spotty rain showers in recent days.

He had been feeding hay for months, and the small group of Angus cows showed no sign they were living through a drought. They were as resilient as their owner, who makes a living in the high desert.

From hurricanes to fire, from drought to floods, this year has not been unlike others. Our Angus breeders and their customers across the U.S. face hardships each day, but are raising families and cattle who are adaptable and weather the storm.

In this issue

The November *Angus Journal* focuses on “Understanding the Customer.” Making the right cattle to fit your customer’s needs and environment is paramount to the success of Angus seedstock breeders.

In this issue we visit two ranch families

who focus on quality genetics and consider customers’ needs in their selection decisions.

Also in this issue we hear from retiring American Angus Association President Kevin Yon as he looks back on his term on the Board of Directors and leading the Association this past year.

Kevin also leads us through a unique experience as he welcomed Charleston, S.C., Chef Jeremiah Bacon to his farm to experience a day raising Angus cattle. In turn, Kevin gets put to work in Chef Jeremiah’s restaurant. It’s a wonderful story of connecting two worlds focused on one great product — Certified Angus Beef (CAB®).

And speaking of CAB, the brand is celebrating a milestone this year.

Congratulations to CAB and Angus breeders on 40 years of leading the industry in high-quality beef demanded in restaurants, grocery stores and homes across the world. You can read more about the brand’s four-decade history in this issue.

Angus entities receive awards

The Livestock Publications Council (LPC) and American Agricultural Editors Association (AAEA) awarded many honors to Angus entities and members during the Agricultural Media Summit Aug. 4-8, in Scottsdale, Ariz.

Within the LPC Critique Contest, Angus entries won 28 awards, five of which were for first-place honors and 13 second-place awards.

Additionally, a first-place award was earned in the AAEA contest. A full breakdown of awards is available online at <http://angusjournal.com/>.

In this season of thanksgiving, on behalf of *Angus Journal* staff, we are thankful for each subscriber, advertiser and Angus member as we bring you this monthly publication.



jmais@angus.org