



Angus Stakes

► by *Shauna Rose Hermel*, editor

Season to be thankful, observant

Thanksgiving meant more this year. With everything that has happened to our Angus community in the last two to three months, I needed to take a full day to count my blessings. Here in the United States we have so much to be thankful for, not the least of which is a bountiful food supply.

In light of world events, it's also a time to be very observant. Agroterrorism is a concept with which we should all become familiar. Cutting off a food supply is not a new tactic of war. How different would the U.S. or the world outlook be if a terrorist act were to undermine the viability of U.S. agriculture?

Our responsibility

You can liken the Bush administration's role in introducing the American public to the world reality of terrorism to that of parents sending their children off to school for the first day. How do you inform of the dangers without causing panic that would be as crippling as the dangers themselves?

While there's no need to panic, there's no need to be ignorant, either. Our responsibilities are simply to be aware, to be observant and to communicate concerns.

Be aware. Awareness is a matter of listening. *Agroterrorism* and *bioterrorism* aren't exactly new terms. However, we've usually associated them with animal rights extremists instead of nations with whom we are at war.

Watch for information as to how bioterrorism could cause problems in the ag sector. Information is slowly starting to appear in the public domain.

Be cognizant of who is dispersing the information; use that to evaluate the information's credibility. Radical groups often like to provide a lot of information, but it isn't always documentable or true.

If you have concerns about the legitimacy of an organization, contact the Consumer Protection Agency or try to get confirmation from a source you know to be reliable.

Be observant. Be serious about biosecurity, and watch your herd for symptoms of disease. Get a diagnosis. With or without a terrorist threat, this is a good management practice and an important aspect of beef quality assurance.

Familiarize yourself with symptoms of the diseases that are of particular concern. We published stories on foot-and-mouth disease (FMD) earlier this year. An item in "Beef Business" in November outlined symptoms of anthrax and provided Web resources available through the U.S. Department of Agriculture

(USDA) and the Centers for Disease Control and Prevention (CDC). Items in this month's "Beef Business" provide even more resources.

Communicate concerns. Another item in last month's "Beef Business" provided information on how to safeguard ag chemicals and pesticides and where to report suspect activities.

If you question the activity of people around your herd or suspect a disease problem, it's paramount that you contact authorities to either (1) alleviate the concern or (2) limit any possible damage.

An FMD outbreak in the United States would be devastating to the world.

Congratulations, Brad

In mid-September, former Associate Editor Brad Parker accepted a position as director of communications for the Nebraska Cattlemen Inc. Brad joined the API team as an assistant editor in June of 1998 after graduating from Kansas State University. He is one of the best technical writers in the industry, and he certainly has played a major role in the improvements we've made to the *Angus Journal* and the *Angus Beef Bulletin* in the last three years.

Thanks, Brad, for your contribution. You are pursuing a great opportunity. We wish you well and look forward to following your career as it progresses.

Welcome, Stephanie

We're pleased to announce that Stephanie Veldman, Hollandale, Minn., will have joined our team by the time you receive this issue. Stephanie graduated from Iowa State University with a major in ag communications/journalism and mass communications. She'll be a great addition to our staff.

E-MAIL: shermel@angusjournal.com

ANGUS PRODUCTIONS INC.

3201 Frederick Ave., Saint Joseph, MO 64506-2997
phone: 1-800-821-5478; fax: (816) 233-6575
office hours: (M-F) 8 a.m.-4:30 p.m. (Central time)
home page: www.angusjournal.com ■ Staff are listed by name, phone extension and e-mail prefix. All direct phone numbers are "(816) 383-5..."; all e-mail addresses are "...@angusjournal.com"

General manager—Terry Cotton, 214, tcotton

Editorial Department—Editor, Shauna Rose Hermel, 270, shermel ■ Assistants, Abra Ungeheuer, 239, abra, & Lance Ziesch, 277, lziech ■ Artists, Christy Benigno & Mary Black ■ Proofreader, Lucille Standlee

Field editors—Eric Grant, PO Box 296, Oak Creek, CO 80467, (970) 736-0580, wahoo_eg@yahoo.com ■ Janet Mayer, 259 Mile Hill Rd., Johnstown, PA 15909, (814) 322-4687, jmayer5013@aol.com ■ Becky Mills, Rt. 1, Box 414, Cuthbert, GA 31740, (912) 732-6748, lovettmills@alltel.net ■ Troy Smith, HC 72, Box 18A, Sargent, NE 68874, (308) 527-3483; wordsmith@nctc.net

Contributing writers—Andra Campbell, Keith Evans

Advertising/Production Department—Manager, Cheryl Oxley, 216, coxley ■ Advertising assistants, Doneta Brown, 289, dbrown, & Rich Masoner, 223, rmasoner ■ Production assistant, Carol Beckett, 226, cbeckett ■ Advertising artists, Monica Ford, Julie Seitz-Aud & Gary Zuidema ■ Advertising proofreader, Jacque McGinness

Special Services Department—Coordinator, Sharon Mayes, 221, smayes ■ Assistant, Vickie Whitsell ■ Artists, Janet Herkelman & Fern Poquette ■ Special services proofreader, Linda Robbins

Web Marketing Department—Director, Angie Stump Denton, 211, adenton ■ Assistants, Tanya Peebles, 234, tpeebles, & Abra Ungeheuer, 239, abra ■ Artist, Ray Palermo

Photo Department—Coordinator, Donna Conley, 217, dconley ■ Assistant coordinator, Erin Malson, 232, emalson ■ Digital imaging specialist, Kathrin Gresham

Circulation coordinator—LaVera Spire, 220, lspire

Network systems coordinator—Bruce Buntin

Office assistant—Lauralee West

