

# WHAT'S INSIDE

December Issue | *Standing Strong*



## MAKING THE MATERNAL BREED

### MORE MATERNAL

**26** Breeders discuss approach, selection methods for a herd that does it all.



## RANCH STEWARDSHIP

### BREEDING FOR A BETTER FUTURE

**30** Genetics have potential to be a game changer in the sustainability space.

### BETTER THAN WE FOUND IT

**36** Grazing management plans help producers and the planet.

### 70 MASTERING MARKETING: THE INTRODUCTION

Authenticity is key when developing your brand.

### GROWING MARKETABILITY

**40** *Certified Angus Beef* works to communicate the great work cattlemen are doing in the meatcase as consumer interest in food sourcing grows.

### 78 ANGUS OFFERS SUMMER INTERNSHIPS

Hands-on internship opportunities are available to college students.

### MENTAL HEALTH TAKES WORK

**44** Equipment breaks down; human beings do, too. Understand and address mental health issues.

### 122 A SHINING STARR

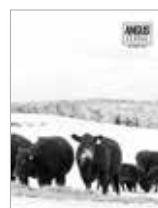
Angus breeders remember the life of past president Andrew Starr.



[www.AngusJournal.net](http://www.AngusJournal.net)

 @ANGUSJOURNAL  
 @ANGUS\_JOURNAL  
 @AJEDITOR

The official publication of the  
American Angus Association®



## ON THE COVER

*Photo by Sarah Harris,  
former Angus Journal intern*



## 72 CATTLEMEN REMAIN COMMITTED TO QUALITY

*Certified Angus Beef* closes the 2022 fiscal year on a high note.



## 90 ANGUS CONCLUDES A STRONG FISCAL YEAR

2022 signals continued demand for Angus cattle, beef product.

### YOUR HERD

---

- 52 By the Numbers
- 56 Veterinary Call
- 60 Performance Report
- 64 100+ Club

### YOUR BUSINESS

---

- 82 Sale Summary
- 86 New Products

### YOUR ASSOCIATION

---

- 94 Association Highlights
- 100 Membership Tips
- 102 New Members
- 106 Foundation in Focus
- 108 Roll of Victory Shows
- 114 Open Shows
- 116 Junior Shows

### YOUR LIFE

---

- 124 Newsmakers
- 128 Next Generation

### IN EVERY ISSUE

---

- 12 Angus Angle
- 16 Common Ground
- 18 Angus Staff
- 88 Regional Managers
- 89 Advertising Rates
- 126 Angus Classified
- 132 Angus Almanac
- 166 Advertising Index

### THE NEXT ISSUE

---

*The Toolbox:* Angus essentials, from business to resources.



[www.AngusJournal.net](http://www.AngusJournal.net)

- @ANGUSJOURNAL
- @ANGUS\_JOURNAL
- @AJEDITOR

*The official publication of the American Angus Association®*