

by Julie Mais
Editor



Caring for cattle, caring for others

“Mom! The trees are sticks!” exclaimed my 3-year-old daughter as she observed her surroundings on our walk to preschool.

The shock soon turned to giddiness as she enjoyed the crunch of those fallen leaves under her feet, picking up a few as souvenirs and placing them carefully in her backpack.

The briefly vibrant colors of autumn are giving way to browns and grays against the blue sky. As I pen this, the last of the leaves are dangling from the trees, just waiting for a few more gusts of wind to bring them down. By the time you receive this issue of the *Angus Journal*, it will be a new month, a new season and almost another new year.

Like for many others, this time of year is a time of reflection. The recent Angus Convention exemplified this posture for Angus breeders across the county. It was a gathering of the diverse American Angus Association membership with one goal in mind — to keep the Angus

breed on top of its game for their family operations. To do so, Angus breeders will continue to be industry-leading stewards of their herds, their association and their families.

Stewards of the future

Angus breeders showed dedication to their cattle by attending many of the Angus University educational sessions. Rooms were packed with those wanting to learn more from management to marketing. Certified Angus Beef hosted a well-attended Beef Quality Assurance (BQA) certification training, which is their baseline standard for animal care.

Association members spent time engaging for their association — delegates participated in the annual business meeting and voted on the leadership for the upcoming year.

Angus breeders care for others in a way I think is unique to this industry.


They are intertwined with each other, celebrating successes and big life events, and sharing grief in losses.

The Angus family looks to the future, supporting the next generation in big and little ways. They give of time and money to make sure the future of the Angus breed is bright.

Just as the falling leaves indicate a new season, reflection of a year past gives way to enthusiasm for the future. The January 2024 *Angus Journal* will include complete coverage of the Angus Convention and we look forward to sharing a few exciting changes to your flagship publication.

On behalf of the *Angus Journal* team, we are honored to tell your stories year after year and share information that will help you better care for your Angus herd and your family.

Helen Keller once said, “Life is an exciting business, and most exciting when it is lived for others.”

Merry Christmas from our *Angus Journal* family to yours. 


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