



Angus Stakes

► by *Shauna Rose Hermel*, editor

Great reading from cover to cover

They say don't judge a book by its cover, but in our case that might not apply.

The "bull book"

This issue marks the second *Angus Journal* care package mailed in a box to your door. With its onserts (the official name of the additional pieces in the box with your *Journal*), this mailing totals 1,008 pages.

This format has allowed us to bring you a broader range of stories and more in-depth coverage of particular subjects, such as last month's "Feeding & Feedstuffs" articles. We have a very diverse membership. And while not every story will be applicable to your situation, we hope you can find more than enough information to warrant your subscription.

March is our "bull book," and this year we focused on marketing. A four-article series by Eric Grant focuses on marketing insights and includes an overview of the basics and three question-and-answer articles featuring leaders in various segments of the industry.

Boyd Kidwell offers a story on what Angus producers say adds value to bulls. Ironically, many of those same producers discuss how they are maintaining their commercial clientele by working to keep bulls available at modest prices.

Ed Haag profiles one of the largest-volume bull marketers in the breed, while Eric Grant provides a must-read story if you are thinking about developing a presence on the internet with a web site for your farm or ranch.

Many herds count on the National Western Stock Show (NWSS) as a place to market their bulls and operations. In-depth coverage of Angus events at the NWSS begins on page 157.

The International Livestock Congress (ILC) was conducted in conjunction with this year's NWSS. Moderated by Tom Field of Colorado State University (CSU; author of our "Outside The Box" column), the panel discussion featuring representatives of the packing industry and the response panel that followed combined for what was probably the best presentation I have attended in my career. Grant provides a summary of the highlights starting on page 210.

Knowing what is important to your customers — what they want and what they need — is paramount in being a successful seedstock supplier. CSU conducted a survey of commercial producers and industry specialists to establish a ranking of priorities for commercial cattlemen. The summary of that research, which was sponsored by the American Angus Association, has been compiled into a brochure called "Priorities First," which is available through the Association. Field provides a preview of the study starting on page 234, and we adapted the brochure to the *Journal*, starting on page 241.

From the Certified Angus Beef LLC (CAB)

staff, Steve Suther and Miranda Reiman bring us a series of stories on how producers have used Angus genetics to succeed, including coverage of the final National Angus Carcass Challenge (NACC) and profiles of some of the winners.

Don't miss the *Breeder's Reference Guide* onsert. As a member of the Association, this is your guidebook. It features the Association's charter and bylaws, as well as rules and procedures.

DNA-typing animals for parentage verification was the focus of a Jan. 16 Association webcast. Mathew Elliott provides highlights starting on page 76 of the *Angus Journal*, while the webcast in its entirety will be available online at www.angus.org/anguseducation.html.

Off theme

The largest cattlemen's meeting in the country took place in late January. While deadlines didn't allow us to provide complete coverage in this issue, see page 408 for coverage of some of the 2007 Cattle Industry Annual Convention and NCBA Trade Show in Nashville, Tenn. In-depth coverage — with proceedings, audio and summaries — is provided on our online coverage site, www.4cattlemen.com.

Additional stories focus on pasture management, hiring the right employees, a university farm that operates in the real world, the role of the National Cattlemen's Beef Association, and how a weaker dollar strengthens U.S. agriculture.

We hope you enjoy this issue. As always, let us know what we can do to meet your information needs.

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