



Angus Stakes

► by *Shauna Rose Hermel*, editor

A salute to partners in success

When immigrants first settled the United States, setting up farms and ranches in a wild and unruly country, one of the objectives was to be self-sufficient. A family might own a couple horses to aid in plowing or for transportation, a cow for milk, a pig or two, fruit trees, a garden to supply vegetables for year-round use, and fields to supply feedstuffs for the animals. Farm enterprises were meant to supply the family's needs, and maybe a little extra to cash in for those few things the family couldn't produce. My, how things have changed!

Specialization and dependence

The push for efficiency and progress has brought on the age of specialization. Where you once would have raised the calf, raised the feedstuffs, fed the steer, harvested the steer, processed the carcass for storage and ate the beef, now most seedstock and commercial producers specialize in providing only a small segment of that food supply chain. And they're sure not producing it to satisfy just their own families anymore.

That has its advantages and its disadvantages.

No doubt, specialization has helped individuals hone their skills relative to a particular segment of the industry. Rather than being the jack-of-all-trades, we're trying to be the masters of one or maybe two. In doing so, we depend on industry partners to help supply inputs, add value to and market the product, and much more.

Our success relies on the ability of these industry partners to excel in their fields of expertise and to be there for us through the ups and downs of the cattle cycle.

In this issue

As the *Angus Journal* celebrates 25 years under ownership of the American Angus Association (see page 74), we focus on a few of those partnerships.

Some of the first that come to mind are the alliances that have been formed. Field Editor Kindra Gordon provides insight into three such alliances (see page 89). Kindra also provides a salute to the regional managers (see page 222), who are valued partners to the producers in their territories, as well as to Angus Productions Inc. (API) and the Association.

On page 102, Field Editor Becky Mills details how producers partnered with others in the industry to solve a health problem that was limiting production. She also takes a look at how seedstock producers can partner with central bull tests to evaluate and market their genetics (see page 139).

Assistant Editor Crystal Albers highlights the partnership between the seedstock supplier and the veterinarian (see page 108). Crystal also looks at how producers have

partnered with the Association to form the Angus Foundation and the opportunities that it is primed to support to benefit the Angus membership (see page 306).

Associate Editor Corinne Patterson profiles the long-lasting partnership of a herd manager and owner (see page 149).

With coverage of the Beef Improvement Federation (BIF) conference (see page 170), we spotlight the value of several partnerships — 1) the progress that can be achieved when university, industry and producer segments focus together on breed improvement and work together to get the information out; 2) the service that can be provided with the assistance of partners like our real-time sponsor Boehringer Ingelheim Vetmedica, Inc.; and 3) the wealth of information we can provide thanks to our partnership with the Web Marketing Department.

On page 203, Freelancer Barb Baylor Anderson provides a story about how neighbors and your insurance company can be valued partners in a disaster.

And 2003 Intern Cara Bieroth provides an example of one of the most valuable partners of all — family (see page 242).

Thank you

My sincere thanks to all the partners who make the *Angus Journal* a success — the Association, Certified Angus Beef LLC (CAB), regional managers, our writers, our advertisers, our in-house staff, our printer, our subscribers. Thank you for letting us be a part of your business and livelihood, and thank you for helping to make the *Angus Journal* the publication that it is today. Finally, thanks to God, family and friends for supporting our endeavors.

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