



Angus Stakes

► by *Shauna Rose Hermel*, editor

Cowboys and girls cover more ground

In his remarks at the CattleFax Annual Outlook Seminar, CattleFax CEO Randy Blach noted that the 2013 outlook covered more issues than what outlooks 20 years ago covered (see coverage beginning on page 300). The reason for that, he said, is you as cattlemen have more issues to consider than you did back then.

More of which to be aware

In the transcript of President Barack Obama's State of the Union address as prepared for delivery, he says, "It's not a bigger government we need, but a smarter government that sets priorities and invests in broad-based growth."

That's a heartening statement, but it sure doesn't seem to fit the trend. For decades agriculture has been weighed down with an ever-increasing amount of regulation and red tape. These days, you don't just have to estimate how many cows your pastures will carry this spring; you have to consider fertilizer runoff and ecosystem management, carbon credits, predator control, how Renewable Fuel Standard (RFS) waivers will affect the availability of supplements, animal disease traceability and a host of other issues.

You have to be knowledgeable in animal husbandry; livestock transportation; disease control, prevention and treatment; labeled and extra-label drug use; withdrawal times; antibiotic resistance; market strategies for you and for your bull customers; consumer preferences; and how the wheat crop in Russia will affect feed prices in the United States. Basically, you have to know how the

price of eggs in China will affect your bottom line.

Being in the cattle business requires a continuing-education mentality. At the *Angus Journal*, we are dedicated to being an indispensable partner in your effort to stay well-informed. We will make sure you find your *Angus Journal* subscription on the short list of your most valued information resources.

Continuing education

A big thank you to those of you who completed our online readership survey. At press time, we were still working toward that Feb. 15 cutoff, so we're not ready to summarize it. However, we are drilling into the information and acting upon it.

One of the survey questions asked what other Angus information vehicles you use. As several respondents noted they weren't aware of these other venues, we wanted to highlight a few because we feel they complete your *Angus Journal* experience. Each carries different information suitable to that platform.

Daily news delivered by email. The Angus eList delivers the news of the day. We

sift through announcements and news releases and deliver the most pertinent to you. We've strived to include notices of Extension workshops and other educational forums, so if there is a meeting on drought in your backyard, you'll know about it. Sign up at www.angusjournal.com.

Angus Beef Bulletin EXTRA. While this eZine is intended to be a supplement to our publication for commercial cattlemen, it contains a host of timely management, nutrition, health and marketing information that is pertinent to you, as well. We'll have a special February edition for the Cattle Industry Convention, but check out the archive at www.angusbeefbulletin.com/extra to see what a typical EXTRA looks like, then sign up to receive it electronically.

Virtual Library. This site deserves some exploration — www.api-virtuallibrary.com is where we house the event coverage (like our online coverage of the Cattle Industry Convention) and our topic sites (like the topic site devoted to drought), along with a host of online resources. We also house resource material in the library, such as the list of ultrasound technicians, the central bull test list, back issue searches for the *Angus Journal*, *Angus Beef Bulletin* and the eList, and easy access to information from the Association and its entities.

Facebook.com/AngusJournal. We want constant interaction with our readers and our Facebook page is enabling us to expand that. Our Facebook fans even picked the cover of this issue. Read about how they did on page 312.

AJ Digital. Read the *Journal* a week to 10 days before you get it in your mailbox (you'll still get it in your mailbox).

@AJeditor. Tweet, tweet.

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