



Angus Stakes

► by *Shauna Rose Hermel*, editor

Reproductive strategies and more

As seedstock producers, you recognize the value of reproductive efficiency and the effect on your bottom line when things go awry. Whether it be a cow that slips a couple months, an otherwise marketable bull that doesn't pass his breeding soundness exam or heifers that aren't nutritionally ready to respond to a synchronization protocol, the economic ramifications of reproductive failure are amplified at the seedstock level.

Meeting your needs

Two-thirds of you — our readers — who responded to our survey last fall said you subscribe to the *Angus Journal* to get more information on production management techniques and to stay informed on industry issues. When we asked what topics interest you most, herd management (79.8%) and genetics (84.3%) topped the list. When we asked what you wanted to read in the *Angus Journal* specifically, production management, genetics, new technologies and the latest research clearly outpaced any other topics.

Our first three issues of the calendar year — themed nutrition, reproductive strategies and genomics, respectively — definitely take those wishes to heart. This month's focus on reproductive strategies hits home on multiple fronts.

Coverage of the 2013 Applied Reproductive Strategies in Beef Cattle (ARSBC) symposium, which begins on page 85, provides production management, new technologies and the latest research. From how to profit from an artificial insemination (AI) program to synchronization protocols

for heifers or cows to factors affecting pregnancy loss, the conference covered the latest topics in beef cattle reproduction and looked into the future as to what technologies may become more applicable in coming years.

We hope reading this section will entice you to dig deeper into the subject by visiting www.appliedreprostrategies.com/2013. The comprehensive coverage in the Newsroom includes audio of each presentation, as well as PowerPoints, proceedings papers and links to bonus features, such as the Estrus Synchronization Planner to help schedule synchronization protocols and the AI Cowculator to compare the cost of using AI to the cost of buying a bull.

Our columnists cover additional topics. In "Vet Call," Bob Larson covers the basics of a successful breeding program, including body condition scoring, breeding soundness exams and disease implications (see page 154). Rick Rasby focuses on heifer-development strategies in "Ridin' Herd" (see page 156). Cliff Lamb's "Repro Tracks" covers preparing for the upcoming breeding season (see page 166). Justin Sexten focuses on bull

management and care in "Angus Advisor" (see page 161).

In "By the Numbers" and "Login Lowdown," Sally Northcutt and Kasey Brown take different approaches in evaluating how you can benefit from the American Angus Association's MaternalPlus® program (see pages 168 and 170). In addition to adding to the database for the heifer pregnancy expected progeny difference (HP EPD) and future cow longevity measures, the program can provide valuable analyses of your herd through multiple reports.

Finding balance

That's a lot of technical! So we've balanced the issue out with some stories that may comprise the most inspiring set of feature articles we've published in one issue to date. If you only have time to read a half dozen articles this month, be sure to put "Wish Granter" (page 69), "Patience is a Virtue" (page 78), "After Disaster" (page 190), "Weathering the Storm" (page 65) and "Coach's Critique" (page 282) on your reading list.

Table glitch

You may have noticed in last month's "Basic Nutrients" feature that the tables were the same for a 1,000-lb. cow and a 1,200-lb. cow, and the tables were the same for a 1,400-lb. cow and a 1,600-lb. cow. Many thanks to the reader who pointed this out to us. We have corrected that story in the digital edition online (see "Digital Walkthrough" on page 309), and we are republishing a corrected version in this issue (see page 294). Our apologies for any inconvenience.

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