



Angus Stakes

► by *Shauna Rose Hermel*, editor

Celebrating our Angus heritage

As you reflect on your Angus heritage, what comes to mind? Scottish bulls navigated across ocean waters and a foreign land to Victoria, Kan.? Frank Champion Murphy's painting of an Angus bull bellowing in front of a herd of longhorns, an image later immortalized as a postage stamp? Or do you think of your family's first foray into the business with the purchase of an Angus bull or cow, or maybe an annual family outing to the National Junior Angus Show?

That and more

Certainly all are worthy answers and instill in us a connection to an almost mystical society — a brotherhood that exists in a realm outsiders just can't quite envision, let alone grasp. You laugh and roll your eyes, but think about it.

When I consider the beliefs and the traditions that build the framework of our Angus heritage, I reflect on the cattlemen and women of vision recognizing the innate value of the Angus individual. I see a stubborn loyalty to commonsense traits valued by commercial cattlemen who rely on those genetics to satisfy the ultimate customer, those who consume the product at trail's end. And I see a tradition of adaptability — changing to meet the environment, but with the vision to recognize that new ventures aren't risky if they are built on economically relevant traits downstream.

I celebrate the men and women who saw value in creating a society to both establish a

social network and to document parameters for what would be allowed in the definition of the Angus breed. Those men and women continued to show an insatiable quest to improve the breed, leading the industry in investigating and adopting technologies.

A focus on family, with the desire to perpetuate the lifestyle for future generations, is a core part of our Angus heritage. In this issue, we celebrate some of the families who have successfully raised Angus cattle for more than a century.

Truly, yours is a heritage of vision, community, family and the good business sense to know when to stand your ground and when to embrace change.

Sad news

We were saddened to hear of the death of Dale Runnion, who is definitely part of the heritage of the *Angus Journal*.

Runnion joined the *Aberdeen-Angus Journal* as a fieldman in 1952. During his

\$Values will change

It's as certain as death and taxes. As the economic assumptions underlying the dollar value indexes (\$Values) change, so will the \$Values themselves. The Association calculates these economic assumptions as a three-year rolling average and updates them on an annual basis. Updates for this year will kick in with the July 1 national cattle evaluation.

Most of you have lived through the changes in cattle and feed prices that have occurred the last three years. Overall, the changes are narrowing the range of the \$Values and shifting them down. For a description of \$Values, including the economic assumptions used to calculate them, go to www.angus.org/Nce/ValueIndexes.aspx.

16-year career, which included time as advertising manager and general manager of the *Angus Journal*, he revitalized the field staff, contributing to the breed's rapid growth in the 1950s and 1960s.

He was brought back to serve as general manager of the *Angus Journal* in 1981 after it was purchased by the Association. He helped in the transition and did much to set the policies and hire the staff to propel the publication to the position of leadership it maintains today.

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