THE OFFICIAL PUBLICATION OF THE AMERICAN ANGUS ASSOCIATION®

Fable of Contents

Feature stories highlighted in this issue



62 Technology-driven Seedstock Marketing

Customer satisfaction is still No. 1 goal. ►BY JOANN PIPKIN

68 Step Up Your Game

Effective marketing requires a solid plan. **BY BARB BAYLOR ANDERSON**

74 Seedstock Marketing 101

Merchandising professors offer tips to set your brand apart. **BY TROY SMITH**

76 Print Marketing

Marketing workshop offered at NWSS gives insight to print marketing. **BY KASEY BROWN**

78 Web Marketing

Tips to maximize online marketing efforts. ►BY KASEY BROWN

84 Smart Marketing

Angus Productions Inc. ushers in new marketing tools worth attention. **BY CRYSTAL ALBERS**

90 Connect With Your Cattle Customers

Much of marketing is communication enhanced with a strategy. >BY KASEY BROWN

100 Fit for the Ring

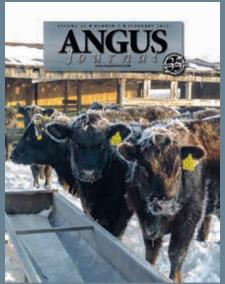
Passion becomes full-time profession. >BY BARB BAYLOR ANDERSON

104 Millennial Manpower

Mentored by experience, set free to embrace change and make waves, the millennial generation is managing 21st century cattle differently.

BY PAIGE NELSON

CONTINUED ON PAGE 4



► On the cover: "Winter Highlights," by Shauna Rose Hermel. Design by Craig Simmons.

35 Keys to Success

In this issue:

Industry Involvement & Networking Marketing Seedstock Herd Goals Herd Nutrition Herd Health Angus Resources Reproductive Efficiency Recordkeeping Developing Seedstock Seedstock & Genetic Selection Consumer Relations Marketing Commercial Cattle Ag Policy Four-legged Helpers





www.facebook.com/ AngusJournal http://twitter.com/ AJeditor

VOLUME 36 NUMBER 7 FEBRUARY 2015

AMERICAN ANGUS ASSOCIATION,[®] 3201 Frederick Ave., Saint Joseph, MO 64506-2997; 816-383-5100; fax: 816-233-9703; email: angus@angus.org. ANGUS JOURNAL[®] (ISSN 0194-9543) is published on the 1st of each month by Angus Productions Inc., 3201 Frederick Ave., Saint Joseph, MO 64506-2997. Periodicals postage paid at Saint Joseph, MO 64501, and at additional post offices. Canada Post International Publications Mail Product (Canadian Distribution) Sales Agreement No. 1308505. Subscriptions: U.S. \$50 per year, Canada \$80 per year, foreign and Mexico \$125 per year (airmail only). Single copy \$5, except March, September and October \$8.50 (payable in U.S. funds). POSTMASTER: Send address changes to ANGUS JOURNAL, 3201 Frederick Ave., Saint Joseph, MO 64506-2997.



118 The Quick & the Deadly

A lethal bacteria lives in the gut of healthy animals and waits for its moment to strike. ► BY PAIGE NELSON

124 Extra Feed Needed in Colder Weather

Livestock may need extra feed in colder weather to keep warm. **>BY TRACY TURNER**

126 Supplementing Protein

Know when and how to supplement protein to help your cow herd perform. ► BY HEATHER SMITH THOMAS

128 Do My Cows Milk Too Much?

Use the Optimal Milk Module to find out. **BY HEATHER BRADFORD**

154 Get 'em Work-ready

Breeders identify their low-cost strategies for developing bulls. ► BY JOANN PIPKIN

158 A Reasoned Approach

Bull-development program allows bulls to show what their calves can achieve in the feedlot while still emphasizing the efficiency necessary for the cow herd. **>BY TROY SMITH**

162 Solid Footing

American Angus Association to start collecting hoof scores to generate expected progeny differences. **BY SHAUNA ROSE HERMEL**

164 National Angus Convention & Trade Show

Convention workshops and Angus University offer tips on marketing. ► BY BARB BAYLOR ANDERSON, KASEY BROWN, SHAUNA ROSE HERMEL, JENA MCRELL, PAIGE NELSON, LINDA ROBBINS & STEVE SUTHER

- 164 Brand Building for Individual Angus Producers
- 166 Buying and Selling Online
- 168 Add Value with Commercial Programs
- 170 Practical Tips on Succession Planning
- **171** Set Employees up for Success
- 172 Breed Improvement
- **174** Convention Attendee Wins Yamaha Viking VI
- 180 Cattlemen to Consumers
- 186 The Beef Business: It's Never Been Better
- 188 Future of Beef Industry Involves Technology
- 190 Opportunity is Everywhere
- 194 Quality Genetics, Quality Eating Experience
- 196 Lessons Learned from the North Tower
- 197 Rural Matters





204 2015 Applied Reproductive Strategies in Beef Cattle

Symposium speakers offer keys to successful estrus synchronization and Al. ► BY KASEY BROWN, KATY KEMP, PAIGE NELSON & TROY SMITH

- 204 Managing Reproduction: Speakers Perry, Smith & Patterson
- 210 Manage for Success: Speakers Gifford, Johnson & Dalton
- 214 Environmental Impact: Speakers Lalman, Hansen & Gilliam
- **218** Al Cost vs. Return: Speakers Lamb, Wann & Brown
- 226 Use Technologies Wisely: Speakers J. Hall & Stroud
- **228** Male Fertility: Speakers Wetteman, R. Hall, & Spangler
- 234 Don't Stack Problems: Speakers Van Eenennaam & Gray
- 240 Developing Replacements: Speakers Funston, Boehmer & Rolf

242 Green Technology for Manure and More

A new technology exists to sterilize manure, make welding safer and faster, and to lower emissions from coal-burning utility plants. ► BY LINDA ROBBINS

258 CAB Carcass Weights Edge Higher

Brand adjusts spec to reflect today's market needs. **>BY STEVE SUTHER**

260 Mama Matters

Cow herd care impacts calves and their future calves. **• BY MIRANDA REIMAN**

262 Marketing Genetic Selections to Hit CAB Mark

CAB suggests EPD profiles based on herd composition. **BY CAB STAFF**

266 An Addiction That Pays

First commercially traded Top Dollar Angus calves pay off with \$67-per-head premium. ► **BY LAURA NELSON**

270 The Wright Stuff

Cattleman differentiates his replacements. **BY MIRANDA REIMAN**

274 Re-energizing the Force

High-energy presenters and showmanship help foodservice salespeople understand and sell high-quality beef. **BY MIRANDA REIMAN & KAROLINE ROSE**

278 Ag Math, Ag English, Ag Social Studies

She once turned her nose up at the smell of manure; now, this city girl advocates for agriculture, saying farmers and overalls are no longer synonymous. ► BY PAIGE NELSON

CONTINUED ON PAGE 6



294 Embrace the Unexpected

Being involved with the American Angus Auxiliary sparked a lifelong passion for Cortney Holshouser of Castalia, N.C. ► BY JENA McRELL

300 Head Back to School

USDA program may offer niche beef market. **BY BARB BAYLOR ANDERSON**

304 The Birthplace of Angus

Angus is gaining ground in the Scottish beef industry. **BY KASEY BROWN**

308 Quality Meat Scotland

QMS serves Scottish beef producers as a three-in-one program. > BY KASEY BROWN

310 Beef Branded the Scottish Way

Quality Meat Scotland works to increase demand for Scottish beef. > BY BARB BAYLOR ANDERSON

312 EBVs Relatively New for Scottish Breeders

EBVs in the United Kingdom are part of the genetic evaluation system known as BreedPlan. >BY BARB BAYLOR ANDERSON

314 Performance Focus Generates Quick Success

Family's focus on performance records for the past 10 years garnered success. >BY BARB BAYLOR ANDERSON

Departments in this issue

ASSOCIATION

- **14 Movin' Forward:** New horizons > by Bryce Schumann
- 20 Association Highlights: Events, deadlines of which members should be aware ► compiled by Kasey Brown
- **26** Foundation Fundamentals: Milestones > by Milford Jenkins
- 28 Cattlemen's Boot Camp: Register by March 2 to secure a place at the educational event in Florida March 9-10
- **32** Apply for the 2015 Beef Leaders Institute by Jena McRell
- 34 Newsmakers: Items of interest about and for members of our Angus family ► *compiled by Linda Robbins*
- **35** Longevity Awards ► by Linda Robbins
- 38 Next Generation: Postcard from an NJAA director, state spotlights ► compiled by Kasey Brown
- 44 NJAA/Angus Journal Photography Contest
- **48** Auxiliary Notes: Are you prepared? > by Lynne Hinrichsen
- **50** Auxiliary Annual Meeting Minutes > by Carla Malson
- 286 A New Online Look ► by Jena McRell

MANAGEMENT

- 116 Vet Call: Beef cow nutrition and herd reproductive strategies ▶ by Bob Larson
- 122 Ridin' Herd: Confinement systems can compete for managing of beef cows ► by Rick Rasby
- **134** Angus Advisor: February herd management tips by Scott Greiner, David Lalman, Mark McCann, Randy Perry & Justin Sexten
- **140** Repro Tracks: Heifer development ► by Cliff Lamb
- 142 By the Numbers: Guidelines to scoring foot structure ▶ by Dan Moser
- 144 Login Lowdown: Animal search by tag or tattoo ▶ by Kasey Brown
- 146 Performance Report: Test reports and other performancerelated items compiled by Linda Robbins

CERTIFIED ANGUS BEEF LLC

250 Brand News: News and highlights from Certified Angus Beef LLC ► compiled by Laura Conaway

316 Angus Production with a Twist of Scotch

Opportunities exist for growth and collaboration for U.S.. Scottish breeders. **BY BARB BAYLOR ANDERSON**

318 Finding the Fit: Cattle

and the Forest Service Hoping to establish trust and communication between ranchers and Forest Service, Idaho

Farm Bureau organizes a cattle allotment range tour. **BY PAIGE NELSON**

330 What Once Was Wild

A photographic reminder of the Old West. **BY CARRIE HEITMAN**

344 Digital Walkthrough

Here's how to activate and navigate one of the newest features of the *Angus Journal*. **BY SHAUNA ROSE HERMEL**

352 Extra Value in the Angus Journal Daily and EXTRA > BY KASEY BROWN

356 The Faces of the American Angus Association, Part 1 & Part 2 ► BY KEITH EVANS

256 What's Cooking at CAB: Step-by-step Steak au Poivre ▶ by CAB culinary staff

INDUSTRY

- 282 Consumer Focus: Dietary activism compiled by Linda Robbins
- **284** New Products: Introducing products, services for cattlemen compiled by Linda Robbins
- **288** Beef Business: A look at current issues affecting the cattle industry ► compiled by Paige Nelson

PERSPECTIVES

- **12** Angus Stakes: Staying on track > by Shauna Rose Hermel
- **94** Branding Iron: When is a website more than a website? ▶ by Eric Grant
- 326 Market Advisor: International trade important to both U.S. demand and supply by *Tim Petry*
- 328 Editor's Mailbox: Readers' viewpoints submitted to our staff
- **334** Outside the Box: Selling solutions ► by Tom Field
- **354** Along the Trail ► by Dan Green

SHOWRING > compiled by Kasey Brown

- **338** Junior Shows: Hoosier Beef Congress and Nebraska Jr. Winter Angus Show
- 342 ROV Standings for the 2014-2015 Angus Show Year

REFERENCE

- 12 Angus Journal Staff
- 14 Association Staff
- 20 Association Fees
- 38 NJAA Board
- 48 Auxiliary Officers
- 52 2015 Auxiliary Committees
- 54 2015 Auxiliary State Scholarship Contacts
- 250 CAB Staff
- 324 Regional Managers

- **325** Advertising Rates 335 Salering Summary
- 369 Spring 2015 Sire
- **Evaluation Report** overview
- 383 Reader Survey
- 385 New Members (Dec.)
- 388 Almanac
- 405 Ad Index

