



# Table of Contents

► Feature stories highlighted in this issue

## 36 Ruppert to Lead Regional Team

Association names director of regional managers. ► **BY CRYSTAL ALBERS**

## 64 The Spirit of Stock Show

Events at the National Western Stock Show hold strong in its 110th year. The Angus Media team covered the event. ► **BY JENA McRELL**

## 86 ROV Hill Champions Named

Champions named at 2016 National Western Stock Show Super-Point Roll of Victory Angus Show. ► **BY ANGUS MEDIA STAFF**

## 92 Herdsmanship: It Just Comes Natural

Dameron Angus' Cody Bock named 2016 Herdman of the Year during the NWSS. ► **BY SHELBY METTLEN**

## 98 Junior Show Champions Named on the Hill

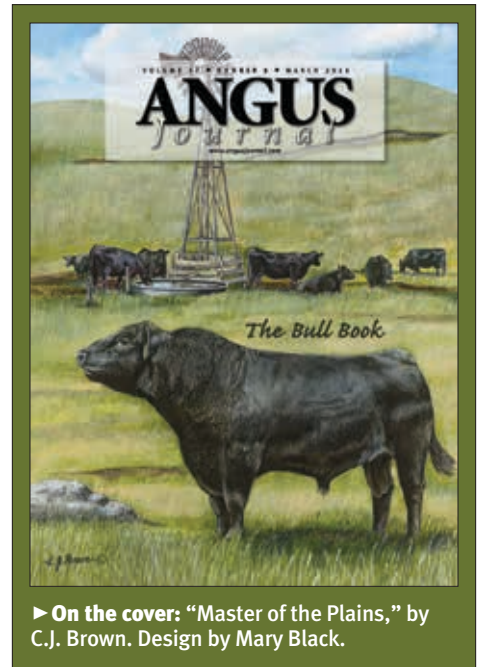
Angus champions named at the National Western Junior Heifer Show. ► **BY ANGUS MEDIA STAFF**

## 104 Bull Sale Draws Crowd

American Angus Association's annual bull sale averages \$8,016 per head. ► **BY ANGUS MEDIA STAFF**

## 110 Denver Exclusive

Angus genetics showcased in the Yards at 2016 National Western Angus Carload & Pen Show. ► **BY ANGUS MEDIA STAFF**



► On the cover: "Master of the Plains," by C.J. Brown. Design by Mary Black.



110

## 120 A New Tradition

The first Angus Heifer Pen competition showcases consistent, maternal genetics. ► **BY JENA McRELL**

## 126 A Sensational Sale

The National Western Angus Bull Sale brings together consignors and buyers from across the nation. ► **BY JENA McRELL**

## 134 Angus Foundation Heifer Package Sells in Denver

Herbster Angus Farms purchases SAV Emblynette 5368, donated by Schaff Angus Valley, for \$230,000 to support Angus Education, youth and research. ► **BY JENA McRELL**

## 138 Night on Mountain Earns a Record \$91,400

Evening event at Spruce Mountain Ranch raises generous funds for Angus Foundation and 2016 National Junior Angus Show. ► **BY JENA McRELL**

## 142 2016 U.S. Livestock Industry Leader of the Year

Wyoming Angus rancher Jim Jensen presented prestigious award during the NWSS. ► **BY SHELBY METTLEN**

## 148 National Western Reimagined

Change is on the horizon for the century-old stock show grounds. ► **BY JENA McRELL**

CONTINUED ON PAGE 4

**152 Out of the Ashes**

Western ranchers share story of the Soda Fire, which burned more than 280,000 acres of public and private grazing lands last fall. ► **BY MAGGIE MALSON**

**166 Turnout Tips**

Proper evaluation of herd sires is important leading into the breeding season. Follow these tips to keep your bulls healthy and ready to breed cows. ► **BY SHELBY METTLEN**

**208 Whole-herd Makeover — Cowboy Style**

Industry leaders discuss what cattlemen can do to improve the nation's cow herd in an era of herd expansion. ► **BY KINDRA GORDON**

**216 Genomics: Consider the Big Picture**

DNA sequencing offers key to breakthroughs in food production and treatment of disease, but with opportunity come ethical and legal considerations. ► **BY TROY SMITH**

**218 Genetic Impact**

Panelists address the impact of genomic technology on the cattle industry. ► **BY TROY SMITH**

**220 Strategies from the Competition**

Poultry researcher shares genomic strategies for a changing world. ► **BY KASEY BROWN**

**222 Angus Genetics Inc. Update**

Low-density genetic testing offers better characterization of today's Angus population. ► **BY PAIGE NELSON**

**224 The 'Art' of Delivering Genomics**

Assisted reproductive technologies help deliver high-quality genetics. ► **BY KASEY BROWN**

**230 Commercial Genetic Tests**

Commercial cattlemen can get more data to make decisions. ► **BY KASEY BROWN**

**234 Application of Selection Indexes**

Understand your operation goals to use the correct index. ► **BY KINDRA GORDON**

**238 Producers Focus on Herd Sire Selection**

K-State cow-calf specialist provides strategies to choose an appropriate herd sire. ► **BY KATIE ALLEN & CONNOR ORROCK**

**252 Trading Places: Part 2**

North Dakota ranching family considers quality while raising Angus seedstock. ► **BY LAURA CONAWAY**



357



152

**260 Beef: The Main Feature**

The industry works to take back the front page. ► **BY MIRANDA REIMAN**

**264 Increasing the Odds for Beef**

From sensory science to instrument grading, tools add precision to measuring the relationship between marbling and eating quality. ► **BY MIRANDA REIMAN**

**268 What a Chef Wants: Dreamworthy**

Beef and a creative, culinary life on Miami's South Beach are this chef's passion. ► **BY LAURA CONAWAY**

**272 Creating a Culture**

Beef Quality Assurance is a positive story of continuous management improvement. ► **BY KASEY BROWN**

**282 Coverage of the Cattle Industry Convention**

Cattlemen gathered in San Diego, Calif., Jan. 26-29 for the 2016 Cattle Industry Convention. Some timely outtakes of the convention are provided here. For more comprehensive coverage online, visit the Newsroom at [www.4cattlemen.com](http://www.4cattlemen.com).

**282 CattleFax Outlook Presented** ► **BY KINDRA GORDON, SHELBY METTLEN, TROY SMITH & NCBA STAFF**

**290 Producer Education** ► **BY CATTLEMEN'S BEEF PROMOTION AND RESEARCH BOARD**

**290 Using Technology to Feed a Growing World Population** ► **BY KINDRA GORDON**

**292 The Case for GMOs** ► **BY SHELBY METTLEN**

**294 Modern Ag in a Facebook Culture** ► **BY KINDRA GORDON**

**296 Washington Insider** ► **BY SHELBY METTLEN**

**302 Election 2016** ► **BY KATRINA HUFFSTUTLER**

**304 'Best of Beef' Awards Presented** ► **BY KINDRA GORDON**

**306 Nevada Ranch Honored for Commitment to Excellence** ► **BY NCBA STAFF**

**308 Buzzer Beaters** ► **BY SHELBY METTLEN**

**308 NCBA Affiliates Awarded New Holland Leases for Recruitment Efforts** ► **BY NCBA STAFF**

**308 NCBA Members Elect Officers** ► **BY NCBA STAFF**

**324 Cow-Calf Producers Need an Appreciation for Depreciation**

Though frequently overlooked because it is a non-cash expense, depreciation is a real cost. ► **BY TROY SMITH**

**357 Jump Start. Or Not.**

Florida producer builds his own Angus herd. ► **BY BECKY MILLS**

► **Departments** in this issue

▣ **ASSOCIATION**

- 14** **The Front Gate:** Strength comes from adhering to core values ►  
by *Allen Moczygemba*
- 20** **Association Highlights** ► *compiled by Shauna Rose Hermel*
- 30** **Newsmakers:** Items of interest about and for members of our  
Angus family ► *compiled by Linda Robbins*
- 38** **Brandt Interns with Events & Education** ► *by Shelby Mettlen*
- 46** **Next Generation:** Postcard from an NJAA director, state  
spotlights ► *compiled by Kasey Brown*
- 50** **Juniors earn Certificates of Achievement**
- 52** **NJAA/Angus Journal Photography Contest**
- 56** **Auxiliary Notes:** March madness ► *by Shally Rogen*
- 56** **2016 State Auxiliary Scholarship Contacts**
- 58** **Minutes to the 2015 Annual Meeting of the American Angus  
Auxiliary** ► *by Julie Murnin*

▣ **MANAGEMENT**

- 162** **Vet Call: Bulls** ► *by Bob Larson*
- 172** **Ridin' Herd:** Alternative beef cow-calf systems ► *by Rick Rasby*
- 178** **Angus Advisor:** March herd management tips  
► *by Patrick Gunn, David Lalman & Randy Perry*
- 184** **By the Numbers:** EPD basics ► *by Dan Moser*
- 188** **Login Lowdown:** Transfers and registration option  
► *by Kasey Brown*
- 190** **Repro Tracks:** Fetal programming ► *by Cliff Lamb*
- 194** **Performance Report** ► *compiled by Linda Robbins*

▣ **CERTIFIED ANGUS BEEF LLC**

- 240** **Brand News:** News and highlights from Certified Angus Beef LLC  
► *compiled by Laura Conaway*
- 248** **What's Cooking at CAB:** Carry the Irish tradition  
► *by CAB culinary staff*

▣ **INDUSTRY**

- 278** **Consumer Focus:** What should eating right look like?  
► *by Melissa Sandfort*
- 310** **Beef Business:** A look at current issues affecting the cattle  
industry ► *compiled by Kasey Brown*
- 318** **New Products:** Introducing products, services for cattlemen  
► *compiled by Linda Robbins*

▣ **PERSPECTIVES**

- 12** **Angus Stakes:** Collecting our thoughts  
► *by Shauna Rose Hermel*
- 332** **Market Advisor:** Price risk management for cow-calf producers  
► *by Tim Petry*
- 340** **Branding Iron:** Lessons of Chicago ► *by Eric Grant*
- 344** **Along the Trail:** Healthy vs. Unhealthy ► *by Dan Green*
- 346** **Outside the Box:** Make the most of your 40 opportunities  
► *by Tom Field*
- 348** **Angus Talk:** Envisioning the future of genomic prediction  
► *outtakes from Doug Medlock's interview with Dan Moser*

▣ **SHOWRING** ► *compiled by Kasey Brown*

- 360** **Junior Shows:** Kansas Angus Futurity Jr. Show
- 360** **American Royal elects new officers**

▣ **REFERENCE**

- 12** *Angus Journal* Staff
- 14** Association Staff
- 20** Association Fees
- 46** NJAA Board
- 57** Auxiliary Officers
- 240** CAB Staff
- 334** Salering Summary
- 338** Regional Managers
- 339** Advertising Rates
- 366** New Members  
(January 2016)
- 370** Angus Almanac
- 381** Ad Index