THE OFFICIAL PUBLICATION OF THE AMERICAN ANGUS ASSOCIATION®

Table of Contents

Feature stories **highlighted** in this issue

62 Grazing Management Improves Profitability Jim Gerrish offers strategies for improving cow-calf profitability. ► BY TROY SMITH

68 Playing with Fire

Sending smoke signals may be the only answer to controlling sericea lespedeza. ►BY SHELBY METTLEN

74 Strategies to Improve Poor Pasture

Experts from different regions suggest species and management studies to increase success. **BY HEATHER SMITH THOMAS**

84 Weed Control

Ohio State offers digital guides to weed identification and management. **>BY TRACY TURNER**

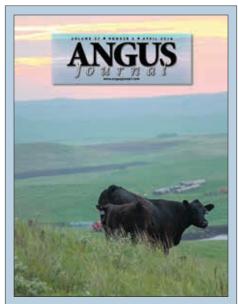
- 90 Compelling New Crop Carinata offers potential for crop diversity, livestock feed and jet fuel. ► BY KINDRA GORDON
- **98 Reduce Risk with a Sound Grazing Lease** Tips offered to enter into an agreeable grazing lease. **BY TROY SMITH**
- **100 Caution: Rough Pastures Ahead**

Experts offer strategies for pasture renovation and grass management. **BY BRENDA BLACK**

106 Managing Grass Through Grazing

Understand how grass responds to defoliation. ► BY AUSTIN BLACK





► On the cover: "A Mother's Watch," by Laura Conaway. Design by Mary Black.

134 Solid Footing

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

144 Talk to Your Vet

Livestock producers need to prepare for veterinary feed directive. **BY JASON VANCE**

146 Preventing Mycotic Abortions in Pregnant Cattle

Information to help protect the cow herd and mitigate monetary loss this calving season. **BY CONNOR ORROCK**

170 Trading Places

Part 3: North Dakota rancher, restaurateur and chefs take a turn at each other's role. **>BY LAURA CONAWAY**

174 \$1 Million per Week

Grid premiums for CAB set new record in 2015, reaching cumulative \$550 million. ►**BY STEVE SUTHER**

178 Starting With the Best in Russia Continents connected by high-quality beef. BY STEVE SUTHER

182 Diversified, Yet Focused

Nebraskans use feedback to improve cow herd amid competing demands. **>BY MIRANDA REIMAN**

CONTINUED ON PAGE 4

VOLUME 37 NUMBER 9 APRIL 2016

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.

TABLE OF CONTENTS

CONTINUED FROM PAGE 2

184 Consumer Trends

Encore Food Solutions CEO offers insight on customer segments and beef demand. ► BY KASEY BROWN

182 Cattle Industry Convention

Coverage includes:

corerage metades.	
Forage: Principles, Practices & Profitability	_186
Simple Steps to More Profitable Pastures	_186
Tax & Credit Changes	_188
Never Quit	_188
Cattle Marketing & International Trade	_190
Industry Insight	_190
Introduction to Risk Management	
Sustainability for the Future	_194
Sustainability is a Group Project	_194
Wendy's: Sharing Beef Quality Story	_196
Great Flavor, Protein, Nutrition	_198
Beef Checkoff Provides Updates	
Fostering Consumer Trust	_200
CattleWomen Chart Course	_202
In Search of Food Security	_204
CattleWomen Go Collegiate	_ 204
▶ BY KINDRA GORDON, JENA MCRELL, SHELBY METTLEN, MIRANDA REIMAN & TROY SMITH	

Departments in this issue

ASSOCIATION

- **14 The Front Gate:** Three new team members ► by Allen Moczygemba
- **18** Association Highlights > compiled by Shauna Rose Hermel
- **28** Board Action: Highlights of the Feb. 24-26 meeting
- **32 Newsmakers:** Items of interest about and for members of our Angus family ► *compiled by Linda Robbins*
- **41 Angus Names Director of Member Services** *by Crystal Albers*
- **44** Retallick Joins AGI > by Shelby Mettlen
- 48 Next Generation: Postcard from an NJAA director, state spotlights ► compiled by Kasey Brown
- 56 NJAA/Angus Journal Photography Contest
- **60 Foundation Fundamentals:** Hard work or luck? ► by Milford Jenkins

MANAGEMENT

- **112 Vet Call:** Designing a trichomoniasis control plan *by Bob Larson*
- **114 Ridin' Herd:** Planning forage needs for the beef cow herd *by Rick Rasby*
- **118** Angus Advisor: April herd management tips ▶ by Patrick Gunn, David Lalman & Randy Perry
- **124** Performance Report > compiled by Linda Robbins
- 138 2016 Angus Pathfinder® Report
- **140** Login Lowdown: Customer details at your fingertips by Kasey Brown
- **142** Repro Tracks: Breeding soundness examinations > by Cliff Lamb

CERTIFIED ANGUS BEEF LLC

- **162** Brand News: News and highlights from Certified Angus Beef LLC ► *compiled by Laura Conaway*
- **168** What's Cooking at CAB: Classic casserole remake ▶ by CAB culinary staff

206 Beating the Buzzer

Students explain how national competition improves knowledge of the beef industry. **BY SHELBY METTLEN**

212 Misleading Labels

Food safety expert explains how terms such as 'natural' and 'healthy' aren't regulated. FDA comment period open until May 2016. ►**BY JAMES SCHMIDT**

220 Exchanging Experience, Improving Knowledge Australian seedstock producer brings the Outback to the Little Apple. ► BY SHELBY METTLEN

226 Finding His Place

Former NJAA member takes his experience to the next level with travel to Thailand as a 40 Chances Global Fellow. **BY LINDA ROBBINS**

232 Farm Whisperer

Dave Specht offers tips to maintain family relationships during the farm transition process. **>BY KASEY BROWN**

242 Profitability and Price Discovery Outlook K-State economists share 2016 profitability predictions and price discovery information. **BY KASEY BROWN**

266 Marketeers Honored

Birk, Chastain and Stromberg added to Livestock Marketeers Hall of Fame. ►BY KIM WOLFE

INDUSTRY

- **185** Antibiotic Stewardship White Paper Available Now *by Melissa Jackson*
- **208** Beef Business: A look at current issues affecting the cattle industry > *compiled by Shelby Mettlen*
- **216** BIF Announces June Program: Beef Improvement Federation will host 'Progress on the Prairie' June 14-17 in Manhattan, Kan.
- **218** New Products: Introducing products, services for cattlemen *compiled by Linda Robbins*

PERSPECTIVES

- **12** Angus Stakes: Kitchen conundrum > by Shauna Rose Hermel
- **234** Branding Iron: The tide is rising by Eric Grant
- **238** Along the Trail: The inconvenience of truth by Dan Green
- 240 Market Advisor: Beef herd expansion in high gear ► by Tim Petry
- **244** Outside the Box: Fitness > by Tom Field
- **250** Angus Talk: Fostering the entrepreneurial spirit • outtakes from Doug Medlock's interview with Tom Field
- **SHOWRING** > compiled by Kasey Brown
- **262** Junior Shows: January and February junior shows
- 264 Open Shows: Pennsylvania Farm Show and Florida State Fair

257 Advertising Rates

258 Salering Summary

(February 2016)

270 New Members

274 Angus Almanac

285 Ad Index

268 ROV Shows: Southwestern Exposition & Livestock Show

REFERENCE

- 12 Angus Journal Staff
- 14 Association Staff
- 18 Association Fees
- 48 NJAA Board
- **136** MaternalPlus[®] Enrollees
- 162 CAB Staff
- 256 Regional Managers