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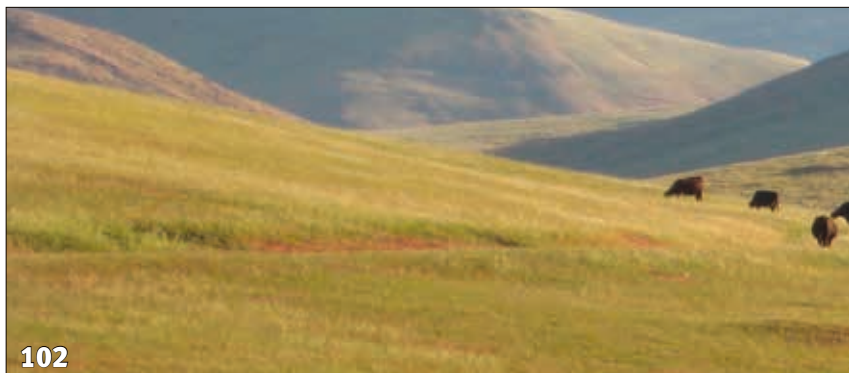
► Feature stories highlighted in this issue

## 35 Keys to Success

As we celebrate our 35th year owned by the American Angus Association, we'll be looking at what it takes to succeed in the Angus business. You laid the foundation for these keys when you responded to our readership survey and told us in what topics you were most interested. The keys below are not presented in order of importance, but rather by approximate order of publication. Read more on page 56. We start out this month with getting started in the business, securing a land resource and protecting your health.



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► BY KASEY BROWN

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## 102 Higher and Higher

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## 110 Caution Pays

High land and cattle prices offer accelerated opportunity and risk. ► BY WES ISHMAEL



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Physician shortage tops list of challenges. ▶ **BY JOANN PIPKIN**

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Prevent damage to joints and make living with arthritis easier.

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Industry responds to dietary document recommending decreased consumption of meat in favor of poultry and fish.

▶ **BY THE BEEF CHECKOFF PROGRAM**

### 200 The War on Fat: Part II of II: How Low to Go?

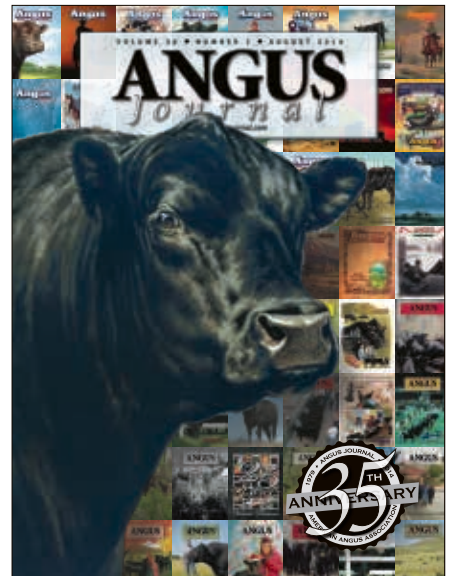
How lean is lean enough?

▶ **BY THE BEEF CHECKOFF PROGRAM**

### 214 Safety for Minors is Not a Minor Detail

Every day 38 children are injured in agriculture-related events. Every three days a child dies from one.

▶ **BY PAIGE NELSON**



▶ **On the cover:** "Looking Back, Facing Forward." Bull painting by Frank Champion Murphy from the cover of the July 1979 *Angus Journal*. Cover design by Craig Simmons.



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