

# **Fable of Contents**

► Feature stories highlighted in this issue

# 28 Blazing a Successful Trail

Angus Media recognized by LPC, AAEA for excellence in communications. **BY KASEY BROWN** 

# 36 Inspiration For The Next Generation

Texas breeders name Angus Foundation as primary beneficiary of their estate, establishing a permanent endowment. ►BY CARRIE HORSLEY

# 50 Sights, Sounds and Smells of Seattle

Junior Angus members travel to Washington to experience agriculture in the Northwest. ►**BY NICOLE LANE** 

# 58 Iuniors Vie for Angus Ambassador Title

Judges name the 2015-2016 NJAA breed spokesperson. ► COMPILED BY NICOLE LANE

# 64 10 Announce Board Candidacies

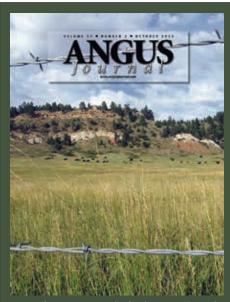
Ten members announce they will seek a position on the American Angus Association Board of Directors in November. A list of delegates selected for the Annual Convention begins on page 72. ►COMPILED BY SHAUNA ROSE HERMEL

# 90 True Grit With a Grin

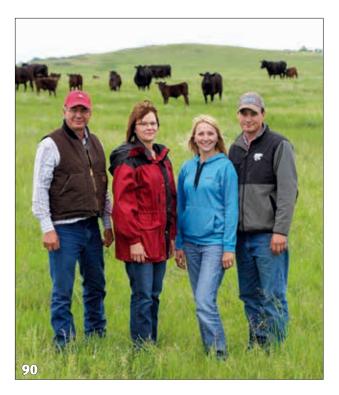
North Dakota Angus family is 2015 CAB Seedstock Commitment to Excellence honoree. ►BY LAURA CONAWAY

# 96 Quality Down the Tracks

Alabama Angus family is 2015 CAB Commercial Commitment to Excellence honoree. >BY LAURA CONAWAY



On the cover: "Barbed Wire Beauties," Bridger Gordon, Whitewood, S.D. Design by Mary Black.



# **102 A High Calling**

Kansas feedlot owners live the philosophy put man before business because man *is* your business. ►BY STEVE SUTHER

# **108 Open Gates**

New York farm wins inaugural CAB Ambassador Award. ►BY MIRANDA REIMAN

# **114 The Alliance Angle**

Ken Conway and GeneNet earn CAB Progressive Partner Award for marketing innovation. ►BY STEVE SUTHER

#### **122 Proceed With Caution**

Feeding Quality Forum presenters prep cattlemen for curves ahead. **BY MIRANDA REIMAN** 

#### **126 World Economic Woes Hit Home** Soft grain trade, cattle to follow. ►BY MIRANDA REIMAN

**128 Shaping an Industry** James Herring honored at August Feeding Quality Forum. **BY MIRANDA REIMAN** 

# **132 Diversified**

Diversity includes Angus that mean business. ► BY BECKY CHURCH

# 136 High-tech Road to the Best GeneMax<sup>®</sup> testing predicts profitability. ►BY BECKY CHURCH

CONTINUED ON PAGE 4

VOLUME 37 NUMBER 3 OCTOBER 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.

# TABLE OF CONTENTS

CONTINUED FROM PAGE 2

# 140 Hooked on Quality Cattle

lowa producer reflects on lifelong love of cattle. ►BY BECKY CHURCH

# **144 An Invitation to Follow the Calves**

Keep up with a diverse group of cattlemen committed to quality. **BY STEVE SUTHER & LAURA CONAWAY** 

# **148 Aim for Premiums**

CAB Beef Cattle Specialist Paul Dykstra gives tips to reach CAB target through Q&A. **COMPILED BY KASEY BROWN** 

#### 156 How Will VFD Affect You?

Veterinary Feed Directive rule will affect all types of cattle operations. **>BY TROY SMITH** 

#### **182 Managing the California Drought**

Experts agree, it's the worst drought in California's history. **BY PAIGE NELSON** 

#### **188 Transporter Certification** Pressured by customers, packers call for certification program for cattle transporters. Canadians may offer model. ►**BY TROY SMITH**

**192 Protecting Cattle Welfare During Transport** Industry segments weigh in on how to safeguard animal welfare in transit. ► BY TROY SMITH

# **196 Assessing Transportation Stress**

Study reveals the causes of stress and injury during transport. **BY TROY SMITH** 

# **199 BCI Low-stress Techniques**

Beef Cattle Institute collaborates with Merck Animal Health to produce educational modules. ►BY AUDREY HAMBRIGHT

#### 202 Better Employees, Better Business Beef Northwest's Kirk Jacobson shares the importance of investing in employees. ► BY KINDRA GORDON

CONTINUED ON PAGE 6

# 2015 Beef Improvement Federation Research Symposium

# 240 Angus Benefits from BIF

Progressive convention offers benefits to Angus breeders. ► BY KASEY BROWN

# 242 BIF Names New Exec

Jane Parish takes on role with intent to expand organization's presence with new media. ► BY NICOLE LANE

# 244 Young Producers Symposium

Inaugural event invites more young producers to attend BIF convention. >BY KASEY BROWN, NICOLE LANE & RANEY LOVORN

# 248 Sustainable Expansion

Conference addresses sustainability's role in cow herd expansion. ► BY KASEY BROWN, RANEY LOVORN & TROY SMITH

#### 250 Economically Expanding the Cow Herd Researchers discuss economic benefits and considerations of herd expansion. ► BY RANEY LOVORN & TROY SMITH

# 252 Balancing Act in Female Selection

Discussions on balancing novel and proven traits give insight to female selection. ►BY NICOLE LANE, RANEY LOVORN & TROY SMITH

# **256 Genomic Selection Decisions**

Technical breakout session focuses on genomic tools to aid selection. ►BY KASEY BROWN & NICOLE LANE

# 258 Emerging Technology

Breakout session focuses on application of genetic, genomic evaluation. ►BY TROY SMITH

# **260 Practical Applications**

Producer application technical breakout offers valuable resources. ► BY RANEY LOVORN

- **262 Feed and Water Intake Data** Technical breakout session discusses cow herd efficiency
  - and adaptability. ►BY NICOLE LANE & TROY SMITH
- 266 Considerations for Multi-breed Herds Stayability and evaluation tools for multi-breed herds discussed. ► BY RANEY LOVORN & TROY SMITH

# **268 Continuous Growth**

Beef Improvement Federation president encourages producer involvement. ► BY TROY SMITH





#### TABLE OF CONTENTS CONTINUED FROM PAGE 4



- 206 Cattle Industry Summer Conference Highlights > BY TROY SMITH
- **213 New Committee Structure** ▶ BY THE CATTLEMEN'S BEEF BOARD
- 214 Regional Environmental Stewardship Winners Named ► PROVIDED BY NCBA
- 218 Support for COOL ► PROVIDED BY R-CALF USA

#### **228 Adding Confusion**

Consumer Reports study confuses serious safety issues, potentially misleading consumers about beef safety. ► PROVIDED BY FACTS ABOUT BEEF AND NCBA

#### 234 A Lesson in Transparency

Twelve female bloggers were invited on a very unique and real – farm tour. What was the result? ► BY KINDRA GORDON

# 276 Beef Australia 2015

Enjoy a pictorial experience of Australia's triennial comprehensive beef industry event. ►BY KASEY BROWN

#### 286 Up From the Ashes

Australian volunteer organization helps farmers rebuild fences after natural disasters. ►BY KASEY BROWN

# **289 Fantastic Photography**

Winners are selected in the 2015 NJAA/Angus Journal Photo Contest. ►BY RANEY LOVORN

# **316 Photo Contest Tips**

NJAS Photo Contest judges share their formula for a great photo. **BY RANEY LOVORN** 

# **318 Tips for Brain Health**

Learn a skill, start a hobby and stay connected with others. **BY KINDRA GORDON** 

# 320 El Niño vs. La Niña

Climatologist says current El Niño could mean more favorable weather for Midwest crops, but watch out for 2025. ►BY MARY LOU PETER

# 322 Changes Ahead

Economists share outlook on ag prices, future forecast. **BY KINDRA GORDON** 

# 337 The Road Less Traveled

Ed Oliver preserves a hidden treasure of historic Angus genetics near West Point, Ga. ►BY JENA McRELL

#### Departments in this issue

#### ASSOCIATION

- **18** Movin' Forward: State of the breed ► by Richard E. Wilson
- **22** Association Highlights: Events, deadlines of which members should be aware ► compiled by Shauna Rose Hermel
- 30 Foundation Fundamentals: Funding of Angus Foundation operations ► by Milford Jenkins
- 32 SAV Emblynette 5368 to Sell as 2016 Angus Foundation Heifer
- 40 Auxiliary Notes: Not a business-as-usual journey ► by Lynne Hinrichsen
- 41 American Angus Auxiliary Midyear Meeting Minutes ► by Julie Murnin
- 44 Next Generation: Postcard from an NJAA director, state spotlights ► compiled by Kasey Brown
- 60 Newsmakers: Items of interest about and for members of our Angus family ► compiled by Linda Robbins

#### **CERTIFIED ANGUS BEEF LLC**

- **80** Brand News: News and highlights from Certified Angus Beef LLC 
  compiled by Laura Conaway
- 86 What's Cooking at CAB: Beat the chill, grill ► by CAB culinary staff

#### **MANAGEMENT**

- 152 Vet Call: Commitment to excellence in herd health by Bob Larson
- **160** Ridin' Herd: Start planning for winter feeding program by Rick Rasby
- **162** Angus Advisor: October herd management tips ▶ by Scott Greiner, Patrick Gunn, David Lalman, Mark McCann & Randy Perry
- 166 Performance Report: Test reports and other performancerelated items ► compiled by Linda Robbins
- 172 By the Numbers: Angus Curvebenders plus Carcass sires ▶ by Tom Brink and Tonya Amen
- **176** Login Lowdown: Electronic storage by Kasey Brown
- 178 Repro Tracks: Advanced reproductive technologies ▶ by Cliff Lamb

# ■ INDUSTRY

- **201** Cut the Conflict ► by Kerry Jones
- 224 Consumer Focus: Listening to millennial consumers ► by Diane Henderson
- 270 New Products: Introducing products, services for cattlemen compiled by Linda Robbins
- **328** Preconditioning Option ► by Boehringer Ingelheim Vetmedica Inc.

# **PERSPECTIVES**

- **12** Angus Stakes: It's meeting time by Shauna Rose Hermel
- 324 Market Advisor: Is it time to revisit the cattle cycle? ▶ by Tim Petry
- **332** Outside the Box: Bloom! ► by Tom Field

#### SHOWRING ► compiled by Kasey Brown

- 340 Junior Shows: Midwest state fairs
- 344 Open Shows: State fair Angus shows
- **346** Plan for 2015 NAILE Angus Events ► by Jaclyn Clark

# REFERENCE

- 12 Angus Journal Staff
- 18 Association Staff
- 22 Association Fees
- **40** Auxiliary officers
- 44 NIAA Board
- 80 CAB Staff
- 168 Central Bull Test listing
- 330 Regional Managers
- 348 Planning an Angus Sale 348 Salering Summary 353 Fall 2015 Sire Evaluation
- Report overview
- 368 Almanac
- 374 New Members (August) 379 Postal statement
- 380 Ad Index
- 331 Advertising Rates