

Table of Contents

► Feature stories highlighted in this issue

55 President's Perspective

American Angus Association President Steve Olson shares his perspective about serving on the Board of Directors, including what he sees as the opportunities and challenges facing the breed. ► **BY SHAUNA ROSE HERMEL**

68 Introducing *Angus Media*

The new Angus Media website is your ultimate source for Angus news and marketing services. ► **BY JENA McRELL**

98 Teichert's Straight Talk

As the ag industry prepares for a leveling-out on record-high calf prices, longtime ranch manager Burke Teichert shares his playbook for sustainable ranching.

► **BY KINDRA GORDON**

102 Beef Up Stocker Management

Stocker cattle management should concentrate on cattle health.

► **BY KAY LEDBETTER**

104 Mineral Needs Change Throughout the Year

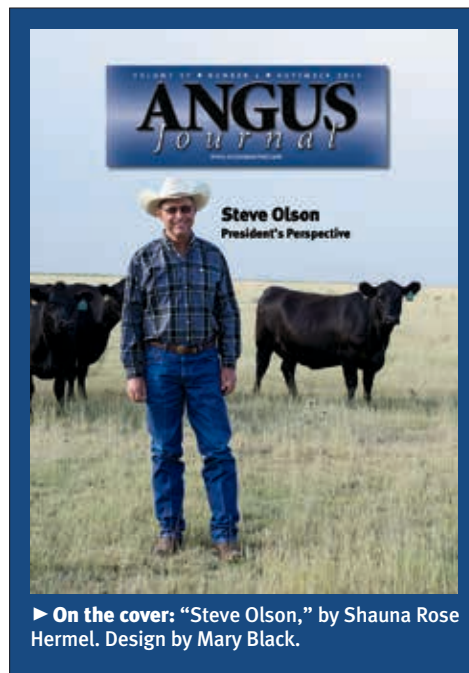
Management tips to help producers maintain and potentially increase production in the cow herd. ► **BY CONNOR ORROCK**

106 What's on the Inside Counts

Test forages to meet cattle nutrition needs. ► **BY JOANN PIPKIN**

110 Meadow Fescue

A new forage comes to the Midwest, courtesy of Mother Nature. ► **BY DENNIS O'BRIEN**



► On the cover: "Steve Olson," by Shauna Rose Hermel. Design by Mary Black.



55

112 Safety First

When Doug and Mary Ellen Hicks designed the new working facility at Abraham Baldwin Agricultural College, they knew student and cattle safety had to be their priority. ► **BY BECKY MILLS**

116 Applied Reproductive Strategies in Beef Cattle

- 116 Hormone Balance ► **BY TROY SMITH**
- 118 Management Considerations to Control Estrus ► **BY KASEY BROWN**
- 120 Planning Assistance ► **BY TROY SMITH**
- 121 Recommended Synchronization Protocols
- 124 Product Availability and Selection ► **BY TROY SMITH**
- 126 Heifer Development: Same Challenges, More Options ► **BY TROY SMITH**
- 128 Fetal Programming Effects ► **BY KASEY BROWN**
- 130 It's Dry Somewhere ► **BY TROY SMITH**
- 132 Prebreeding Strategies for Females ► **BY KASEY BROWN**
- 134 Handle with Care ► **BY TROY SMITH**
- 135 Get the Full Evaluation ► **BY TROY SMITH**
- 136 Economic Benefit of AI ► **BY KASEY BROWN**
- 138 Manage the Details ► **BY TROY SMITH**
- 140 Embryo Transfer: You Can Do It ► **BY TROY SMITH**
- 142 Applying Reproductive Technologies ► **BY KASEY BROWN**
- 144 Who Needs Cows? ► **BY TROY SMITH**
- 146 Preventing Foothill Abortion ► **BY TROY SMITH**
- 147 Sex-sorted vs. Conventional Semen ► **BY KASEY BROWN**
- 150 Computer Matings ► **BY TROY SMITH**
- 152 Delivering Genomics Through ART ► **BY KASEY BROWN**
- 154 Genotyping Embryos ► **BY TROY SMITH**
- 156 Genetic Gain Full Throttle ► **BY TROY SMITH**

CONTINUED ON PAGE 4



- 216**
- 164 Growing Beef in ‘The Good Life’ State**
Family uses carcass data to make informed decisions.
▶ **BY MIRANDA REIMAN**
- 168 Decisions, Decisions**
Nebraska feedlot specialist looks at shifting economics of feedstuffs. ▶ **BY MIRANDA REIMAN**
- 170 From Straw to Shade**
Preparation helps mitigate large temperature swings for cattle comfort. ▶ **BY MIRANDA REIMAN**
- 172 Worth the Wait**
Thousands line up for Nebraska State Fair ‘Beef Pit.’ ▶ **BY JENNY KEYES**
- 176 A Taste for Quality**
Angus Foundation-funded research uncovers positive palatability ratings for branded beef. ▶ **BY CARRIE HORSLEY**
- 178 Engage in the Conversation**
Consumers want, and need, to hear your sustainability story.
▶ **BY BARB BAYLOR ANDERSON**
- 180 Texas Beef Checkoff Proves Successful in First Year**
Funds build consumer confidence in beef and provide local producer education. ▶ **BY RICHARD THORPE**
- 206 Economics and the Future of the Beef Industry**
Do we need an alternative production model? ▶ **BY TROY SMITH**
- 210 Time to Eliminate Deaths, Injuries from Silage**
Resources are available for improving silage safety.
▶ **BY LAUREN KASTEN**
- 212 A Noble Anniversary**
Noble Foundation celebrates 70th anniversary.
▶ **PROVIDED BY THE SAMUEL ROBERTS NOBLE FOUNDATION INC.**
- 214 Te Mania Angus**
Breeders gain success through intensive knowledge gathering.
▶ **BY KASEY BROWN**
- 216 Angus Down Under**
Angus Society of Australia offers resources to help breeders with unique challenges and opportunities. ▶ **BY KASEY BROWN**
- 220 Time for Leadership**
If you think management and leadership are one and the same, think again. ▶ **BY KINDRA GORDON**
- 242 Start with the End Goal in Mind**
A balanced nutrition program for show cattle is all about results.
▶ **BY KAYLA JENTZ**

▶ **Departments in this issue**

▶ **ASSOCIATION**

- 14 Movin’ Forward:** The important things
▶ *by Richard E. Wilson*
- 18 Association Highlights:** Events, deadlines of which members should be aware ▶ *compiled by Shauna Rose Hermel*
- 24 Auxiliary Notes:** Thankful for the opportunity to serve
▶ *by Lynne Hinrichsen*
- 28 Newsmakers:** Items of interest about and for members of our Angus family ▶ *compiled by Linda Robbins*
- 38 Next Generation:** Postcard from an NJAA director, state spotlights ▶ *compiled by Kasey Brown*
- 46 SAV Emblynette 5368 to Sell as 2016 Angus Foundation Heifer**
- 48 Board Action:** Highlights of the Sept. 9-11, 2015, meeting
- 236 Giving Back:** Jewelry designer offers custom piece at Auxiliary Breakfast ▶ *by Jena McReil*

▶ **MANAGEMENT**

- 76 Vet Call:** Acidosis ▶ *by Bob Larson*
- 78 Ridin’ Herd:** Start planning for winter feeding program
▶ *by Rick Rasby*
- 82 Angus Advisor:** October herd management tips
▶ *by Scott Greiner, Patrick Gunn, David Lalman, Mark McCann & Randy Perry*
- 88 By the Numbers:** Economically relevant traits and indicator traits ▶ *by Dan Moser*
- 92 Login Lowdown:** DNA test status ▶ *by Kasey Brown*
- 94 Performance Report:** Test reports and other performance-related items ▶ *compiled by Linda Robbins*

▶ **CERTIFIED ANGUS BEEF LLC**

- 158 Brand News:** News and highlights from Certified Angus Beef LLC ▶ *compiled by Laura Conaway*
- 162 What’s Cooking at CAB:** Giving thanks
▶ *by CAB culinary staff*

▶ **INDUSTRY**

- 105 Range Beef Cow Symposium Heads to Colorado**
- 184 Consumer Focus:** The Nutrition Coalition calls for science in dietary guidelines ▶ *from the Nutrition Coalition*
- 188 New Products:** Introducing products, services for cattlemen ▶ *compiled by Linda Robbins*
- 190 Beef Business:** A look at current issues affecting the cattle industry. ▶ *compiled by Kasey Brown*

▶ **PERSPECTIVES**

- 12 Angus Stakes:** Know what you’re feeding ▶ *by Shauna Rose Hermel*
- 222 Branding Iron:** Beware the last-minute jitters
▶ *by Eric Grant*
- 224 Along the Trail:** Barbecue grills ▶ *by Dan Green*
- 234 Market Advisor:** The importance of beef imports to the U.S. cattle producer ▶ *by Brenda Boetel*

▶ **SHOWRING** ▶ *compiled by Kasey Brown*

- 244 Junior Shows:** Juniors show at state fairs across country
- 250 Open Shows:** State fair open shows
- 258 Roll of Victory Shows:** Late summer ROV Shows

▶ **REFERENCE**

- | | |
|-------------------------------|------------------------------------|
| 12 Angus Journal Staff | 265 Reader Survey |
| 14 Association Staff | 268 New Members (September) |
| 18 Association Fees | 270 Regional Managers |
| 24 Auxiliary officers | 271 Advertising Rates |
| 38 NJAA Board | 272 Almanac |
| 158 CAB Staff | 285 Ad Index |
| 228 Salering Summary | |