



Editor's Mailbox

► Readers' viewpoints submitted to our staff

Angus enthusiasm starts at a young age

My name is Candra Acuna and I wanted to share a picture of my daughter with a few of Tom and Kim Marcy's Angus bulls. This



picture proves what a great disposition the Angus breed has. My husband and I work for Marcy Cattle Co., and our daughter Kenzie loves checking on all of the bulls daily.

Angus enthusiasm starts at a young age

Merry Christmas and Happy New Year to my hardworking girls that answer numerous questions! Thought you might enjoy this



picture. Our 7-month-old (first) grandson, Wylie Neri Barstow, viewing the *Angus Journal* with his Papo Neri.

Thanks for everything you do,
Patty Barstow, Rock Creek Angus,
Barstow Angus

Editor's Note: This one came to us via Tammy Poirier in the Angus Information Management Software (AIMS) Department. Those kudos are directed to Tammy and Wendy Peterson.

Survey generating comments

We are pleased and grateful for all the comments our readers are sharing with us through the Readership Survey we are conducting online through Feb. 15. One of

the questions we are asking is "What will keep you as a subscriber 5 to 10 years from now?" The answers are anonymous, but here's a small sampling of the 892 open-ended responses we have received:

- The informative articles on beef-raising practices. This magazine is the most expensive, but it is the most informative. It isn't just an advertisement booklet. I also like that the articles pretty much can be applied to any breed (commercial). Thanks for putting the scientific information in "cornbread language" (easily digested).
- I'm going to need access to all the latest industry news, and the *Journal* is the easiest way for me to stay up-to-date.
- Having a hard copy to look over time and time again — not having to read off internet.
- Online digital version at less cost.
- I enjoy reading the articles, sale reports, searching for my next sire, and staying current with the Angus breed.
- Profit potential not hype.
- Constant updates and focus on business and herd health, as well as genetics.
- Keep *Journal* informative; continue to showcase new techniques and innovations.
- Articles that help improve herd efficiency and marketing tools.
- By improving on publishing information to help the small family farms.
- Progressive updates of day-to-day cattle management.
- More relevance; more honesty about breed and its issues and less promotional product.
- As long as it is affordable.
- Checking for current sales and advertising.
- If I am still here.
- My son's interest in the Angus business.
- The AJ has been my source for Angus info. As long as it still provides news, ads and event dates, I will subscribe.
- My continued involvement in the Angus business.
- Not having to sell the herd due to continued massive increases in feed cost and pasture prices/rent.
- As an Angus seedstock producer, there are things in the *Journal* that I need to

know about the breed and industry. I will always subscribe if it stays informative.

- If active in Angus cattle business, this publication is indispensable as a learning tool.

If you haven't completed the survey, please take 10-15 minutes to go to <https://www.surveymonkey.com/s/AngusJournalsubscriber> and share your views with us. We're continually evolving the *Angus Journal* to reflect the changing conditions in our industry and the changing needs of our readers in terms of content and how the magazine is read. As a current subscriber, your view is very important to us in this process.

Your comments are always welcome

Survey or no, your comments and photos are always welcome. You can direct them to me at Shauna Rose Hermel, *Angus Journal* Editor, 3201 Frederick Ave., Saint Joseph, MO 64506; shermel@angusjournal.com.



Angus Improves Genetic Selection Tools

The American Angus Association announces enhancements to its genetic prediction tools following an extensive genomic recalibration project in collaboration with Pfizer Animal Genetics. Starting Jan. 11, Angus breeders will notice updates to expected progeny differences (EPDs) impacted by Pfizer HD50K-tested animals.

"In an effort to bring the best science and technology possible to our Angus breeders, a Pfizer HD50K recalibration process was necessary to better characterize Angus genetics," says Bill Bowman, Association COO and Angus Genetics Inc. (AGI) president.

Users of Angus genetics will see changes reflected in EPDs and accuracies for Pfizer HD50K-tested animals and re-estimated genomic correlations. The association also updated the economic assumptions used to calculate dollar value indexes (\$Values). Both updates, in turn, affect breed averages and percentile rankings.

"We encourage breeders and commercial bull buyers to access the most current EPDs and \$Values through our Association website," Bowman says. "This continued effort to provide robust, real-time selection tools — focused on economics — benefits the Angus breed, and the entire industry, long term."

The National Cattle Evaluation (NCE) EPDs are processed weekly and posted every Friday on www.angus.org.