



# Editor's Mailbox

► Readers' viewpoints submitted to our staff

## Readers submit viewpoints, win prizes

In an attempt to shape the future direction of both the *Angus Journal* and *Angus Beef Bulletin*, Angus Productions Inc. (API) initiated two important readership surveys last fall.

The multiple-question surveys were conducted in association with the University of Arkansas and were inserted in the September 2008 *Angus Journal* and October 2008 *Angus Beef Bulletin*. Responses from the survey serve as valuable tools necessary to ensure we're on target in meeting readers' information needs. As an incentive to filling out the survey, API awarded several winners Angus apparel. In addition, four lucky winners — two from each survey — were randomly selected to win cash prizes. They include the following:

### Angus Journal winners

#### • John Crawford, Lanes Creek Farms, Marshville, N.C.

John Crawford oversees 25 head of registered Angus cattle and has been in the business about five years. He plans to use his cattle operation as a supplement to his retirement, which he says is set to begin in about 10 years. Crawford has been reading the *Angus Journal* for about four years, and says he enjoys reading the helpful articles, particularly those addressing health issues.

#### • Erika Murphy, Coyote Creek Ranch, Hayden, Colo.

Erika Murphy and her husband operate Coyote Creek Ranch south of Hayden, Colo. With about 90 registered Angus cows, the Murphys are the fifth owners of the mountainside ranch where snow and altitude conditions are continuous considerations. The couple raises their own irrigated hay and PAP (pulmonary arterial pressure)-tests their herd regularly.

Murphy says she reads the *Angus Journal* to learn about other breeders as well as the genetic progress of the breed. She also reads the magazine

for informative management articles, coverage of the National Western Stock Show (NWSS) and articles pertaining to expectations of commercial cattlemen.

### Angus Beef Bulletin winners

#### • Andy Wright, Dike, Texas

Andy Wright has been in the beef business most of his life and has a unique opportunity to see several facets of the industry. In addition to overseeing a herd of about 125 cows and 100 yearlings, Wright also owns Birthwright BBQ and Catering near Birthright, Texas, a small community out of Sulphur Springs. He says the family regularly provides brisket and prime rib meals, and adds, "Of course, a lot of people have asked for CAB (*Certified Angus Beef*®). And we have cooked it!"

Wright says he bought Angus bulls because "Angus-sired calves are where the money is at right now — and they taste better."

#### • Zada Steidl, Windsor, Colo.

Zada Steidl grew up on a ranch in Wyoming, and became reacquainted with cattle about 6 years ago when she and her husband decided to get a few cows to "eat the hay we didn't sell or that the horses didn't eat." However, with their ranch near Fort Collins and Greeley, Colo., the Steidls were repeatedly questioned about selling beef. Now they raise and market their 56-head commercial and registered herd for the natural beef market.

Steidl has been reading the *Angus Beef Bulletin* for about six years and says she enjoys the articles related to genetics and how to obtain more marbling. She is also particularly interested in pasture management issues. Steidl participates in the AngusSource® program and says, it "takes care of all the details in one shot."

## What Cowmen Want ...

**Editor's Note:** We asked Angus Beef Bulletin Extra subscribers what they wanted from their seedstock producers. Here's what a few had to say:

First and foremost, we want honesty.

Next, we would like to see breeders who are independent thinkers, which means that they analyze the needs of the commercial breeder and provide seedstock accordingly.

Third, a seedstock supplier who follows up on the sale and stands behind what he sells — not just a mass market media sales pitch.

— **Ellis & Rhonda Boyd, Boyd Angus Ranch, Alder, Mont.**

I expect seedstock suppliers to have established a long track record of seeking quality genetics and adhering to long-standing principals of selection, rather than jumping on the latest "fad"!

Some of the traits important to me that are difficult to quantify: longevity, mothering ability, udder quality, docility and resistance to disease.

— **Glenn Eberly, Director, Livestock Evaluation Center, Pennsylvania State University**

I want all the data they can provide: EPDs, \$Value indexes, weights, ratios, ultrasound, frame score, etc.

— **Mark Mitchell**

Help in marketing the resulting offspring.

— **wburd@tc-coop.com**

My response to your question "What do you want from your seedstock supplier" is simply that I want HONESTY! I would like to be informed about test results for recessive genes. Currently AM is being vigorously tested, but before I buy any further semen I will require information about testing for NH (neuropathic hydrocephalus), FC (fawn calf syndrome) and any other recessive gene disorders that may arise in the future.

— **Dr. B. Ian Watson, Willow Fields Angus, Mount Compass, South Australia**

I just finished reading your article titled, "What Cowmen Want!" My family owns

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and operates a registered Angus herd at high altitude. I thought you would find this interesting: The first item our bull customers look at is PAP score. They want a bull that has a score of 34-37. (Cattle at sea level will PAP no lower than 33; if they score lower they will most likely die within a week or two.) Most of our bull buyers won't even look at a bull that scores above 37. We began PAP-testing more than 20 years ago; at that time cattle that scored 33-41 were considered low-risk. As with everything that is given a number, today's customers are seeking to find the lowest scores available and choose to ignore the score range.

It is quite concerning that these scores can change. For example, a bull calf in our herd that scored 39 at 10 months of age recently scored 35 at 12 months of age. Typically, the score will go up with age. It's unfortunate that some exceptionally good bulls won't sell on the western slope of Colorado because they have a PAP score of 39, etc. We have a few customers who want the best bull they can buy and will overlook higher PAP scores. It has paid off for them because they bought bulls that had PAP scores from 45 to 75; these bulls are alive at 5 to 6 years of age and producing high-quality calves.

— **Kathi Creamer, Lazy JB Angus Ranch,**  
[www.lazyjb-angus.com](http://www.lazyjb-angus.com)

### How do we become 'coverboys'?

Dear *Angus Journal*,

How do we become coverboys for your magazine?

— **901 & 902, Carrie Davis, [ccdavis@montana.com](mailto:ccdavis@montana.com)**

**Editor's response:** You did the right thing. Send your photo to Editor Shauna Hermel at [editor@angusjournal.com](mailto:editor@angusjournal.com).

In this case, your photo was a horizontal, which limits its chances of getting on the cover, but thanks for sharing, and we'll publish the photo in "Editor's Mailbox."

