



PHOTOS BY ERIC GRANT

## API launches a communications and marketing service for Angus breeders.

by Eric Grant

**O**n the morning of April 7, 1907, Norman Hill, after a long journey over the mountains to Denver, walked into the Colorado Secretary of State's office and signed his livestock brand — a “Backward N over a Lazy H” — into existence.

Little did Norman know that his brand would not only outlast his own life, but it would survive some of the most dramatic and sweeping changes in history — two world wars, the Cold War, and unprecedented technological and economic growth.

Dubbed the “never hurry” by those who trailed the slow-moving Hereford cattle into the mountains, the brand remains a mark of distinction, a testament to the perseverance of a ranching family and 100 years of commitment to producing quality cattle.



Nowadays, it's not enough to simply brand your calves and stand behind them. As information demands have increased in recent years, advertising — the modern-day “branding” of registered Angus seedstock — will need to be bolstered through effective communications and marketing efforts.

That's why Angus Productions Inc. (API) recently set in motion the formation of a new service. Called API Creative Media, it's the first of its kind in the history of the beef business.

Its primary purpose is to provide Angus producers a wide array of comprehensive, professional and customizable communications services. In effect, all Angus breeders — no matter your size, location or breeding philosophy — now have at your disposal your very own marketing and communications agency.

It's ready to help you communicate the value of your breeding program, differentiate your business in the marketplace, and ultimately improve your ability to more effectively retain your existing customers and develop new ones.

### Grant joins API

*New position provides communications assistance to producers.*

Eric Grant has joined Angus Productions Inc. (API) as manager of API Creative Media. The newly launched service will provide



Angus breeders, agricultural companies and individuals a wide array of communications services, including writing, photography, video and marketing communications.

“Eric brings to API a wealth of experience, and we're really excited about having him on our team,” Terry Cotton, API general manager, says. “The creation of API's Creative Media service marks an important milestone for the cattle industry. It's the first time in history that a breed

association has provided such a comprehensive marketing and communications service to seedstock and commercial producers. “Now, cattle producers everywhere have their own marketing and communications agency at their fingertips.”

A fifth-generation Coloradan, Grant began his agricultural career working for Red Mountain Ranches, a cow-calf and purebred Hereford operation near Collbran, Colo. During and after college, he

wrote for *Simmental Shield* and *Kansas Horseman* magazines. He served as assistant editor for the National Cattlemen's Association and managing editor for the American Salers Association in the 1990s.

In 1994, he became a contributing editor for *Farm Journal Media*, where he reported widely on international trade, seedstock and natural resource issues. Each year, his articles, photos and columns appear in more than 100 publications annually, including *Angus Journal*, *Range* and *American Cowboy*.

Grant has also provided marketing, advertising, photographic and communications consultation for a wide range of clients, including Certified Angus Beef LLC (CAB), US West, Houghton Mifflin Publishing, The Nature Conservancy, Sotheby's International, Pfizer, Select Sires, ABS Global, World Dairy Expo, Monsanto and DuPont.

In addition, Grant has provided communications support for the National Association of Animal Breeders (NAAB) and National Beef Quality Assurance Task Force. He publishes *Vision*, the official publication of the Colorado Livestock Association. He is a 1987 graduate of Bethany College, Lindsborg, Kan., holding a degree in English.

Eric and Patti Grant have two sons, Ryan and John. They will be relocating to Saint Joseph, Mo.

For more information about API Creative Media, please visit [www.api-creativemedia.com](http://www.api-creativemedia.com). Grant is available by phone at 816-383-5235 or e-mail at [egrant@angusjournal.com](mailto:egrant@angusjournal.com).