

DON'T MISS OUT

Biweekly digital edition keeps commercial cattlemen informed.

by Kasey Brown, associate editor

Cattle production doesn't stop for seven months of the year, and neither should your information. While our print magazine is solely supported by advertising, that limits its publication to five times per year. We at the *Angus Beef Bulletin* take our mission of being the commercial cattlemen's connection seriously, so we offer a supplemental digital publication every two weeks called the *Angus Beef Bulletin EXTRA* to fill in the gaps.

The *ABB EXTRA* is filled with shorter, practical articles on management, health and nutrition, Angus and industry news, and marketing. While the *Angus Beef Bulletin* is perfect for digging deep into topics while in your armchair, the *ABB EXTRA* is designed to be read on your phone, tablet or desktop.

We know commercial cattlemen who use Angus genetics expect value and high quality, or they wouldn't be using Angus genetics. The *ABB EXTRA* has plenty of exclusive stories on topics like winter feeding, changes to distillers' grains, ways to differentiate your herd from the competition, and the correlation between marbling selection and reproduction.

We have regular columns from the AngusLinkSM program and from American Angus Association regional managers so you get the most out of your partnership with the American Angus Association. We offer articles from the *Certified Angus Beef*[®] (CAB[®]) brand team to help you gain more premiums for your high-quality cattle. We follow the industry's cutting-edge research and offer coverage from nationwide beef

conferences to a depth few, if any, other beef publications offer.

Our digital format allows us to deliver video and audio content so you can get information how you prefer to receive it.

Each month has a theme, and usually has between five and eight theme articles. For example, our January edition was themed "Home on the Range" and featured articles such as:

- ▶ **Dare to be Different** — Nebraska cattleman shares 10 strategies he's employed to improve profitability.
- ▶ **No Fleecing the Lease** — Two types of leasing arrangements

explained and decision-making aid shared.

- ▶ **Rangeability Research** — Research shows there are genetic aspects of beef cattle rangeability.
- ▶ **How the Ranch Can Stay in the Family** — Fifth-generation rancher details his family's proactive approach to keep the family in the ranch and the ranch in the family.
- ▶ **Precision Grazing Technology** — Technology application can help cattlemen better understand grazing dynamics.
- ▶ **6 Tips to Make the Most of Feed Analysis** — If you've never tested before, this is the year to do it, says NDSU livestock specialist.
- ▶ **Avoid Crooked Calves** — "Crooked calves" may result when pregnant cows eat toxic plants.
- ▶ **Cowpie-ology: Does NUTBAL Work?** — Experts recommend monitoring body condition

and manure consistency.

- ▶ **Trade Talk and More** — Former Nebraska ag director talks accessibility to the White House, trade and consumer perception.
- ▶ **Beef on Dairy Growing** — Momentum growing to add value to dairy calves with beef sires.
- ▶ **Association Perspective** — Vision determines direction.
- ▶ **The Link** — Sale barn feeder-calf marketing strategy.

That's literally less than half of the information available in the January edition. Stayed tuned for 2020 issues focused on stocker strategies, marketing options, pest control, heat mitigation, human care, animal husbandry, traceability and more.

The *ABB EXTRA* is a two-time winner of the Livestock Publication Council's overall newsletter category, which also puts it up against print newsletters. Last year, it won the digital publication category. Judges said it was the example others should emulate, saying it is easy to navigate, and has great photos and good information.

We consider your email addresses to be very private, and we do not share them for third-party email marketing. Actually, we opened the *Angus Beef Bulletin EXTRA* to advertising this last year, so it's in our personal interest to make sure the only way advertisers can get to you is by buying a banner ad or a featured sale book placement in the newsletter itself or on our website.

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