BEEF BULLETIN







FEATURES & NEWS

12 30,000-Foot Industry View

> **20** Market Insight

26 Bidding for Value

38 Leverage Fescue with Stockers

42 New Calf Marketing Routes

48 Improving the Odds

54 Trust Through Transparency

> **58** Stand Out

60 Targeting Quality?

64 Three Options

66 Quality Plus Programs Pay

> 70 Risks & Rewards of Retained Ownership

DIRECTORIES

98 Products & Services

110 Seedstock Suppliers **74** No Such Thing as 'Off the Grid'

76 CAB[®] Brand Specifications

80 Direct Marketing Deep Dive

> **84** Q's & M's

85 How Much Beef Can You Expect From a Fed Steer?

92 It All Comes Back to Biosecurity

118 Registered Advantage

122 Matchmaking the Yard

> **140** Buyers First

> > 126

Feedlot Finder

144

Auction Central

COLUMNS/PERSPECTIVES

8 From The Editor

18 Common Ground

> **24** Staff Listing

32 Health & Husbandry

34 The Digestive Tract

52 Sorting Gate

> 62 The Link

76 CAB Connection **86** News & Notes

102 Gizmos & Gadgets

116 Research Roundup

> **166** Sales & Events

170 Outside the Box

171 Regional Managers

172 Advertising Index



COVER PHOTO by JD Rosman

Angus Beef Bulletin EXTRA

The electronic supplement to the magazine is emailed twice every month. *Subscribe today.*

ANGUSBEEFBULLETIN.COM/EXTRA