

## Doing things right pays



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Producers have traditionally participated in Beef Quality Assurance (BQA) because it is the right thing to do. Now research indicates BQA-certified producers can benefit financially, according to the Beef Board. A recent study by the Beef Checkoff-funded BQA program and conducted by Colorado State University (CSU) revealed a significant premium for calves and feeder cattle sold through video auction markets.

The study was conducted to determine if the sale price of beef calves and feeder cattle marketed through video auction companies was influenced by the mention of BQA in the lot description. Partnering with Western Video Market, CSU reviewed data from 8,815 video lot records of steers (steers, steer calves or weaned steers) and heifers (heifers, heifer calves or weaned heifers) sold in nine western states from 2010 to 2017.

The result was a premium of \$16.80 per head for cattle that had BQA listed in the lot description. This value was determined by applying the \$2.71-per-hundredweight (cwt.) premium to the average weight of cattle in the study. When the BQA premium was constant on a per-head basis, it implied higher weight-based premiums for lighter cattle [e.g., \$3.73 per cwt. at 450 pounds (lb.) per head] and lower premiums for heavier cattle (\$2.24 per cwt. at 750 lb. per head).

Take your opportunity to certify at this year's Angus Convention in Reno, Nev. (see page 78).

### Happy dance

The last couple of years have been quite a journey as our Angus Media team has focused on revamping our communications vehicles. In January 2018 we introduced a dramatic change to the *Angus Journal*®, our publication targeting members of the American Angus Association. During the summer, we restructured to bring in a new team to focus on the *Angus Journal*, so Kasey, Mary and I could focus on you, our commercial cattlemen. Last fall we launched a totally re-envisioned *Angus Beef Bulletin*, along with a redesign for the *Angus Beef Bulletin EXTRA*, the magazine's monthly electronic supplement.

This spring we entered our efforts to be critiqued by our peers in the Livestock Publications Council (LPC) and Agricultural Communicators Network (AAEA) critique contests. We held our breath. We crossed our fingers and our toes. We prayed.

At the end of the night, your *Angus Beef Bulletin* took home the most coveted LPC award — the James Flanagan Award for most improved publication, along with firsts in the Marketing, Association Publication category and in Technical Article, Association Publication. The *Angus Beef Bulletin EXTRA* won the electronic newsletter category. The *Angus Journal* won the General Excellence for an Association Publication award, along with a slew of placings for individual articles. Our communications teams with the Association and at Certified Angus Beef LLC contributed to Angus victories and captured several more, all of which will be detailed in the September *Angus Journal* (well worth its \$50 subscription, by the way). And our own Kasey Brown was honored as an International Federation of Agricultural Journalists-Alltech Young Leader in Agricultural Journalism.

While peer review is greatly satisfying, you are our most important critique. We love to hear from you — what you like about the publication, what you think we could do better and what topics you want us to explore. Email Kasey or me (kbrown@angus.org or shermel@angus.org), and be sure to sign up for the *Angus Beef Bulletin EXTRA* at [www.angus.org/ABBsubscribe](http://www.angus.org/ABBsubscribe) for our monthly digital newsletter.

### You ain't seen nothing yet

We are excited to discover what the next chapter at Angus Media will bring. We welcome Brett Spader to the helm as president Aug. 12. You can read more about Brett in "News & Notes" (see page 76). Suffice it to say, he combines the breeder savvy, publication experience, marketing expertise and innovative spirit for us to boast, you ain't seen nothing yet. For the best communications in the beef industry, you're going to want to subscribe to Angus. |

Produced and published five times per year by Angus Media in cooperation with the American Angus Association and Certified Angus Beef LLC.  
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