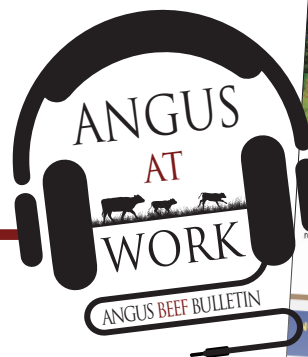


2023's Top Stories Online

Here's a recap of what cattlemen valued from our e-newsletter and podcast.

by *Miranda Reiman, director of digital content & strategy*



In 2023, some areas saw relief from drought, and others fought it as hard as ever. Some cattlemen entered the business; others started implementing their estate planning. Everyone witnessed record-high beef prices.

Some farmers and ranchers applied creative solutions to age-old problems. Some dipped their toe into direct-marketing. Others tried verification programs for the first time. Award winners, researchers and youth graced our publication's print and online offerings. Hopefully, they gave you a look at what your fellow Angus cattlemen are doing that could work in your own herd.

Every year has its highs and lows. But as we close out 2023 we're reflecting on what

you, our readers, found value in, by looking at the most-read stories in our *Angus Beef Bulletin EXTRA* e-newsletter and the most listened-to *Angus At Work* podcasts.

Newsletter

The *Angus Beef Bulletin EXTRA* is an electronic newsletter that is a true supplement to the magazine. It features about a dozen stories in each edition and is delivered by email twice per month, providing the management, health, nutrition, genetic and marketing information you need to realize the fullest potential from your investment in Angus genetics.

The current edition and an archive of past editions are available online at

www.angusbeefbulletin.com/extra. Table 1 provides the top 10 most-viewed *Angus Beef Bulletin EXTRA* articles of the year. Scan the QR code provided to reach a landing page where you can access each article.

Podcast

For those who like to learn on the go, our *Angus at Work* podcasts provide variety — from nutrition and health to marketing and management. Available on most popular podcast platforms, Table 2 lists our top 10 most listened-to podcasts of 2023. **ABB**

Table 1: Top 10 *Angus Beef Bulletin EXTRA* articles of 2023

1. Cattle Market — How Long Will High Prices Last?
2. Sire Distribution of Calves After Fixed-Time AI and Immediate Bull Exposure
3. Profitability Isn't Random
4. Tips for Rebreeding Success with First-Calvers
5. Improve Fertility, Overall Income
6. Trucking Costs Analyzed
7. Bull Selection: The Options are Endless
8. Sysco and Certified Angus Beef Announce Partnership to Enhance Animal Welfare and Beef Sustainability
9. Angus Releases Cow Longevity Prediction
10. Deciding to Keep or Sell Heifers

Table 2: Top 10 *Angus At Work* episodes of 2023

1. Don't Feed Cows Like You Did 20 Years Ago, with Ted Perry
2. Cut Through Genetic Confusion, with Kelli Retallick-Riley
3. Get Rewarded for Your Calves, with Doug Stanton and Troy Marshall
4. Make Calving Season Easier, with Brad White
5. An Australian Angus Exchange: Perspectives from Rebecca George and Dan Moser
6. Reduce Wrong Decisions with Performance Programs Data, with Esther Tarpoff
7. Use MLV and Killed Vaccines Strategically to Create Lifetime Immunity, with Thach Winslow
8. The Herd Rebuild Will Take Time: What Does That Mean for You? with Lance Zimmerman
9. Keep the Best Genetics in Your Herd with Heifer Development, with Joe Gillespie
10. Detect Disease Earlier, with Jason Nickell

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