

Case studies show you can overcome the challenges in today's beef business.



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Barriers come in all shapes and sizes. They can be physical — the acreage that limits how many cows you can stock. They can be mental — the thought you must hold on to tradition because, well, it's tradition. The barrier may be time; after all, there are only so many hours in a day and only so much you can do within them. They may be financial. What could you do with unlimited finances? Maybe the better question is what would you do?

We've devoted this issue to "Beating Barriers," with many of the stories focused on how cattlemen and women across the country have navigated various challenges to achieve success. We also look at some of the tools available to help.

Start at the back

You may want to start at the back of this issue. Tom Field really sets the tone in his "Outside the Box" column (see page 144). Field uses George Washington and his Continental army as an example of the determination and aspiration to a vision that can't be denied victory, no matter the odds.

As Tom says, "Defeat comes when we allow internal barriers to be constructed that separate us from our vision and purpose."

To overcome the swings in profitability of selling feeder cattle, Kyle Potts decided to build a processing facility so he could sell his cattle directly to consumers as beef. Of course, any venture has its own challenges. A growing demand is prompting him to look at buying customer calves to provide adequate supply (see page 124).

First-generation cattlemen Luke and Natalie Kovarik overcame the challenges of getting into the cattle business by leasing

land and cattle (see page 64). Their experience has motivated them to help other young cattlemen aspiring to get in the beef business.

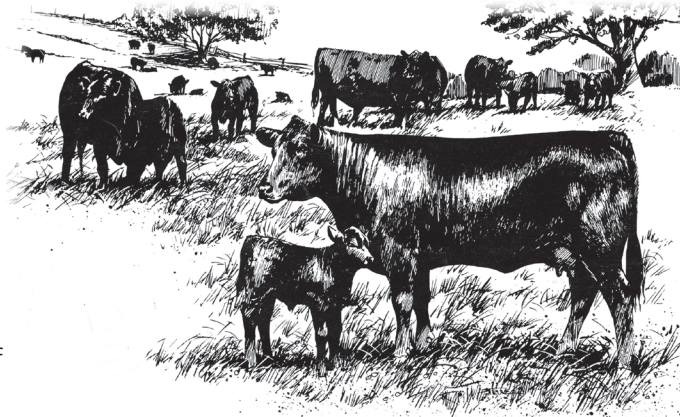
The Angus Foundation, through the Commercial Cattlemen's Scholarship, is helping young stockmen overcome the financial barrier to attending college (see page 114).

At its annual conference in September, Certified Angus Beef recognized several producers for overcoming their respective challenges to set the bar for excellence in producing *Certified Angus Beef*® (CAB®)-brand product and communicating its value and how it's produced to those who sell the product to consumers. We highlight these folks within three stories (see pages 28, 36 and 42).

The Association's Troy Marshall and Sarah Kocher explain how to realize premiums for your feeder cattle by looking at value determinants in the marketplace (see page 12). It's the traits inherent in the Angus genetics behind the black-hided calves that garner the premiums. While supply of those high-quality calves has increased, consumer demand for the product is supporting continued premiums in the future.

Kelli Retallick-Riley shares a study that validates the use of a DNA test developed by the Association to give commercial cattlemen a more accurate selection tool for replacement heifers (see page 52).

Being good can sometimes prevent us from exerting the effort to be great. Brad White shares tips for overcoming that hurdle and taking your herd from good to exceptional (see page 58). **ABB**



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