

Extra Carries Wealth of Information

A commercial cattlemen's guide to using the Angus Beef Bulletin Extra.

by **SHAUNA ROSE HERMEL**

A growing number of subscribers are taking advantage of the wealth of information that can be found in the *Angus Beef Bulletin Extra*. The electronic newsletter, designed as a supplement to the *Angus Beef Bulletin*, is e-mailed monthly at no cost to cattlemen and industry partners who sign up to receive the newsletter. It's a resource well worth learning your way around.

Front page

Designed to mimic a newspaper, the Front Page offers our top feature stories for the month. Scroll down the page to see several headlines with brief introductions to the feature stories available. Click the "read more" hotlink to read a story in full.

Ty Groshans, American Angus Association director of commercial programs, provides tips for making the most of your Angus genetics in the "Association Perspectives" regular column.

In addition to the welcome, which provides background about the Extra and its contributors as well as the ability to forward the newsletter to others, the Front Page features a link that will take you directly to the National Weather Service (NWS) home page. This web

site provides a broad array of weather information, including forecasts, air quality assessments and a variety of maps. Insert your zip code for a local forecast. A definite plus, the NWS site isn't hindered by the advertising that slows down many weather sites.

Positioned below the weather link are quick links to the American Angus Association, Angus Productions Inc. (API), and Certified Angus Beef LLC (CAB). If you want to get news e-mailed to you on a daily basis, use the link to subscribe to the Angus e-List.

Use the Industry Meetings link to access a list of upcoming meetings. Drill down by clicking on the meeting name to access more details about the particular meeting in which you are interested. Add a meeting to the list by e-mailing Crystal Albers at calbers@angusjournal.com.

The Front Page also features links to API topic sites, providing a compilation of in-depth and regularly updated resources for such topics as drought, country-of-origin labeling (COOL), how to capture added value through CAB, the worldwide Angus industry, beef cow efficiency and body condition scoring.

Management page

Click on the Management tab for access to more feature stories focused on

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ANGUS EXTRA

BEEF BULLETIN

"The Commercial Cattleman's Angus Connection"



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MORE

Click here to sign up for the Angus Beef Bulletin EXTRA



weather

Click here to visit the official site of the American Angus Association.

Click here to learn more about Angus Productions Inc. and the resources it offers.

ANGUS

THE BUSINESS BREED

Click here to learn about the brand that pays.

CERTIFIED ANGUS BEEF

Click here to learn about the brand that pays.

ANGUS e-LIST

Marbling to Top the Market

It was a case of good news, bad news when Donny Stephens got the closeout sheets from his first experience with retained ownership. About eight years ago, the Marion Junction, Ala., producer and his wife, Pat, sent a load of steers to Decatur County Feedyard, a Certified Angus Beef LLC (CAB)-licensed feedlot near Oberlin, Kan.

"They gained great but didn't grade as well," Stephens recalls. "We had a lot of Selects and not as many Choice cattle. That headed us in the direction of Angus."

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managing your herd. The Management Page also features “Beef Talk” by North Dakota State University’s Kris Ringwall and “Back to Basics” by New Mexico State University’s Ron Torrell. *Extra* subscribers will benefit from 12 yearly installments of these regular *Bulletin* columns rather than five.

“Angus Advisor” features timely herd management tips for four geographical regions. And the “Cows & Plows” feature provides information from the Iowa Beef Center regarding the economics of alternative feed and grazing systems.

In the right column, you’ll find a link to the Association’s *Priorities First* brochure,

featuring a discussion of priorities intended to add profitability to the beef cow enterprise.

The Management page also features links to API’s management-oriented topic sites and links to meeting coverage of the 2008 Applied Reproductive Strategies in Beef Cattle meeting, the Beef

Improvement Federation (BIF) Annual Meeting and Research Symposium, and the Range Beef Cow Symposium.



Health and Nutrition

In addition to feature stories on health and nutrition topics, this page features Robert Larson’s “Vet Call” column, as well as Rick Rasby’s “Ridin’ Herd” column, which focuses on topics related to herd nutrition.

Resources in the right column include a link to CAB’s *Best Practices Manual*. This brochure draws on advice from more than a dozen animal scientists and industry professionals to serve as CAB’s “how-to” guide for producers wanting to manage Angus genetics to meet consumer demand. The 24-page manual offers science-based recommendations to raise high-quality beef and marketing ideas to reap the rewards.

You’ll also find a link to *The Merck Veterinary Manual*, a comprehensive electronic reference for animal care information. The next time you have a question regarding a particular health issue, give this resource a try.

The Health/Nutrition page also features links to API’s “Beef Cow Efficiency” and “Body Condition Scoring” topic sites.



Marketing

Because of the time-sensitive nature of the content, one of the hardest types of information to provide in a monthly print magazine is marketing information. The *Bulletin Extra* Marketing page allows us to present that information to you in a timely manner.

The page features a regular marketing forecast by economists from

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Kansas State University, as well as other summaries and forecasts as they are available. Sara Snider, director of AngusSource,[®] shares news and tips about the USDA Process Verified Program (PVP) in a regular column called “The Source.” CAB staff share insights about the brand and tips for targeting the brand in “CAB Corner.”

You’ll find links to USDA Market Reports and the Iowa Beef Center’s niche market page containing information about grass-fed, and organic and natural markets. The “Angus Almanac” link will take you to an online listing of Angus sales and events. Search by keyword, state or date to find the sale or event you’re looking for.

In the right column, you’ll find links to the Association’s “Angus Advantage” brochure, as well as API’s topic sites on COOL and Angus worldwide.

The Angus Bull Listing Service provides a list of Angus bulls available for sale as posted by Association members.

The Marketing Page also features links to listings of AngusSource feeder cattle and replacement/breeding females.

In February you’ll want to be sure to check the link to the Cattle Industry Annual Convention and NCBA Trade Show. API is providing online coverage of the late-January event, which will be available after the meeting.

news items and helpful resources that we think might be of interest or use.

To receive the *Extra*, you have to sign up by providing your e-mail address. You can do so at www.angusbeefbulletin.com by typing in your e-mail address and clicking “sign me up” in the upper left corner

of the page. You can also e-mail your request to be signed up to bulletinextra@angusbeefbulletin.com. As always, we’d love to hear what you think of this new project. We encourage you to e-mail your comments to us at bulletinextra@angusbeefbulletin.com.



**Sign up by the 19th to receive
the next *Bulletin Extra*.**

Wrapup

Access past editions of the *Angus Beef Bulletin Extra* on the Archive page.

Be sure to check out the resources available at the bottom of each page. These include quick links to the Association’s Bull Listing Service, Optimal Milk Module, Producer Priority Finder and list of feedlots expressing interest in feeding Angus cattle; as well as links to home pages for the American Angus Association, the AngusSource program, the *Angus Beef Bulletin*, the *Angus Journal*, CAB and the Angus Foundation.

Also on each page is our link to information about the *Extra*. In addition to describing how the *Extra* came into being, this page provides contact information for contributors, a place to sign up to receive the *Extra* and a link to e-mail an invitation to a friend to view the current edition and sign up if they agree it is a valuable information service.

Often featured throughout the *Extra* are quotes from producers, pertinent