

Extra Value in the **EXTRA**

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The *Angus Beef Bulletin* mails five times per year, giving commercial Angus producers relevant information on beef management techniques, nutrition, herd health, reproduction, pasture management, marketing and more. Commercial producers get a free subscription by request (www.angusbeefbulletin.com) or by buying and having transferred to their name a registered-Angus bull to stay connected with the Angus and beef industry.

The only drawback to this publication is that it is published just five times per year. However, the editorial team still provides information that producers can use during those seven other months of the year. That information is available in the *Angus Beef Bulletin EXTRA*, an electronic supplement to the printed publication.

The *EXTRA* provides monthly information (including those five months that the *Angus Beef Bulletin* is published) completely online. The online format allows organization of information into four sections: front page news, management, health and nutrition, and marketing, plus an archive of past issues. Issues generally have 30-40 stories each month. Each of these stories is geared toward commercial cattlemen, but would be relevant for seedstock producers, too.

Examples of features that you might have missed in the December issue include: “New Vaccine for Foot-and-mouth Disease,” “Critical 60 Days,” “Ringworm in Young Cattle,” “Beef Export Values Increase,” “Consider Windbreaks to Shelter Livestock,” “Formalize Leases,” “Tax Insights,” and “Forecasting Flu.”

Each issue includes monthly columns, such as the “Association Perspective,” written by an American Angus Association regional manager; “The Source,” written by Ginette Kurtz about the marketing benefits of the Association’s AngusSource® program; “Ridin’ Herd,” by Rick Rasby, who explores many feeding options



and techniques; “Beef Talk,” by Kris Ringwall, “Cow Camp Chatter,” by Ron Torrell, and “Angus Advisor,” by Scott Greiner and Mark McCann, David Lalman, Randy Perry, and Justin Sexten, all of whom address different management techniques.

The *EXTRA* also contains links to other Angus resources, including the Association and Certified Angus Beef LLC (CAB) websites, the Angus e-List, industry events compiled by the Angus Productions Inc. (API) team, a list of certified ultrasound technicians, and the API Virtual Library. If those weren’t enough, there are also links to the *Angus Journal*, *Angus Beef Bulletin*, Angus e-Classifieds, a listing of feedlots nationwide, AngusSource/Gateway, the optimal milk module, producer priority finder, and the Angus Foundation.

The best part about the *EXTRA* is that it is free. For convenient delivery to your inbox (no spam, just one email per month letting you know that the next issue is available), subscribe by entering your email in the box at the top right of the page. To view the issue anytime, just visit www.angusbeefbulletin.com/extra.