

Angus Beef Bulletin Extra Debuts

Angus Productions Inc. (API) launches free monthly news service.

Commercial cattlemen now have access to a new information source from Team Angus. With the help of the American Angus Association and Certified Angus Beef LLC (CAB), Angus Productions Inc. (API) launched the first edition of the *Angus Beef Bulletin Extra* Nov. 20.

The concept for the "Bulletin Extra" grew from an American Angus Association task force directed to further enhance the commercial programs efforts of the Association and its subsidiaries and API's desire to increase communication with commercial producers beyond the five published issues of the *Angus Beef Bulletin*.

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"One of the purposes of the task force was to explore avenues to improve our services to commercial cow-calf operators," says Steve Olson, American Angus Association Board director and Hereford, Texas, producer. "The *Beef Bulletin Extra* enhances our opportunity to communicate current information to these cattlemen quicker than conventional periodicals."

The Bulletin Extra provides subscribers with regular monthly news and features covering the latest in market trends, herd management, health and nutrition, and other industry issues; as well as a calendar of events and insight from Angus experts. The free e-mail news service features helpful resources and links to web sites devoted to key topics and industry meetings, and provides updates about programs and services of the American Angus Association and CAB.

"The *Bulletin Extra* is a unique and easy way to receive timely, useful information in a rapidly changing industry," Shauna Hermel, *Angus Beef Bulletin* editor, says. "We're proud to offer this news service that will hopefully offer commercial cattlemen some of the tools they need to stay abreast of this volatile environment."

View the current issue at www.angusbeefbulletin.com/extra/2008/dec08/index_css.html. Then sign up at www.angusbeefbulletin.com (see upper left corner) or e-mail your request to be signed up to bulletinextra@angusbeefbulletin.com.

If you have any questions, topic suggestions or comments about the Bulletin Extra, contact Crystal Albers, API associate editor, at 816-383-5215 or calbers@angusjournal.com.

API and CAB are wholly-owned subsidiaries of the American Angus Association, which is headquartered in Saint Joseph, Mo.

Angus Beef Bulletin EXTRA

ANGUS BEEF BULLETIN EXTRA

"The Commercial Cattleman's Angus Connection"

Front Page Management Health/Nutrition Marketing Archive

November 20, 2008

Welcome

Welcome to the first edition of Angus Beef Bulletin Extra. As publishers of *Angus Beef Bulletin*®, we at Angus Productions Inc. (API) join with the American Angus Association® and Certified Angus Beef LLC (CAB) to broaden our commitment to the commercial cattleman. Click here to learn more about API's newest e-mail news service, *Angus Beef Bulletin Extra*.

COOL Compliance

Country-of-origin labeling (COOL) became mandatory Sept. 30, but it won't be fully enforced with citations and fines until April 2009, according to the USDA. Click here to learn why, who it affects and how to become compliant.

Visit our COOL topic site for the latest in COOL implementation, or click here for USDA's frequently asked questions regarding the mandatory law. Printed versions of the recommended affidavits are also available here.

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Topics of Interest

Dealing with Drought
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Country-of-Origin Labeling
Information about country-of-origin labeling, and what it means for cattlemen.