

ANGUS

THE BUSINESS BREED

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FOR IMMEDIATE RELEASE

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***Angus at Work* podcast launches March 2**

Angus Beef Bulletin offers new information platform for commercial cattlemen

It's no secret that cattlemen and women are busy, and no two days look the same. That's why the *Angus Beef Bulletin* team is launching its new podcast, *Angus at Work*, March 2 to give cattlemen another option for on-the-go information.

Today's cattle industry is complicated by rising input costs, a fickle marketplace and pressure from outside industry forces. *Angus at Work* will help producers stay informed on topics that affect their bottom line.

"One of the most interesting parts of our job as editors is getting to talk with cattlemen and industry experts around the country. So often we aren't able to use everything from an interview in a story, but now our audience can listen to these experts themselves," says Kasey Brown, associate editor and one of the podcast hosts. "We all know people learn differently, and the podcast allows us to present information in a new way that may help these topics really sink in."

This is another way the *Angus Beef Bulletin* will bring its tagline, *The Commercial Cattleman's Angus Connection*, to life.

“The focus has always been to provide practical information on management, marketing, genetics, health and nutrition, and industry and Angus news,” Brown says. In-depth or technical print articles are in the *Angus Beef Bulletin*. Shorter digital articles are in the *Angus Beef Bulletin EXTRA*. *Angus at Work* will provide conversations with industry experts and thought leaders.

“We want you to feel like you’re part of the conversation,” she notes.

Editor Shauna Hermel and Senior Associate Editor Miranda Reiman will also host episodes.

The podcast will launch March 2 and will air twice per month. Early episode topics include blind spots in calf health, intricacies of direct marketing, and programming fertility.

Subscribe to the podcast at Apple podcasts, Spotify, Stitcher, iHeartRadio, Amazon Music, Google Podcasts, Pandora, Overcast, Castro, Castbox or Podfriend. Access *Angus at Work*, the *Angus Beef Bulletin* and the *Angus Beef Bulletin EXTRA* at angusbeefbulletin.com/extra.

ANGUS MEANS BUSINESS. The American Angus Association® is the nation’s largest beef breed organization, serving more than 25,000 members across the United States, Canada and several other countries. It’s home to an extensive breed registry that grows by more than 300,000 animals each year. The Association also provides programs and services to farmers, ranchers and others who rely on Angus to produce quality genetics for the beef industry and quality beef for consumers.

For more information about Angus cattle and the American Angus Association, visit www.angus.org.

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