



1st Edition of Saskatchewan Beef Business Magazine Rolls of the Press

A new cattle industry magazine, *Saskatchewan Beef Business*, will be reaching ranchers, mixed farmers, and agribusiness professionals across the province this month. The new magazine represents an expansion and re-branding of the *Stockgrower Magazine* produced by the Saskatchewan Stock Growers Association.

According to Stock Growers General Manager, Chad MacPherson, “As the name suggests, this new publication has some pretty well-defined editorial objectives. Our focus will be on the business side of the beef business – economics, finance, markets, trade and those areas of politics and public policy that have an impact on the cattle industry.”

“This past June the SSGA recognized that there were some very compelling arguments in favour of taking the lead in providing a grassroots cattle industry magazine to as many check-off paying producers in Saskatchewan as possible,” explained MacPherson, “The serious trade and market problems that have troubled our industry over the past several years tell us that industry advocacy groups need to expand their role in providing relevant information to producers. We should be doing everything we can to help them to make optimal business decisions in a turbulent marketplace.”

MacPherson added, “By expanding on the Stockgrower magazine’s successful business model, we have been able to increase our circulation to include the 10,000 producers who have made the largest contributions to the industry’s voluntary check-off fund. *Beef Business* magazine will be a regular and tangible reminder of the benefits available to those producers who provide direct financial support to cattle industry development.”

Beef Business editor, Jim Warren, pointed out that, “The re-branding of the magazine is a reflection of the Saskatchewan Stock Growers efforts in support of encouraging more producers from across the province with varying types and sizes of operations, to get involved in efforts to sustain and enhance the cattle industry in Saskatchewan.”

“We are pleased to note that *Beef Business’s* large and highly targeted circulation makes it the widest circulated beef industry magazine in Saskatchewan,” said Warren.

Warren added that in addition to its central focus on economic issues, *Beef Business* will provide overviews of general beef industry news and events and important developments in beef science and production technology, and updates on industry association activities.

In support of its mandate, the inaugural issue of *Beef Business* features: an assessment of cattle industry cash advance programs by Amber Fletcher; a review of the *Informa Economics Report* on the future of Saskatchewan’s cattle industry; an update on the state of Johne’s disease in Saskatchewan by Dr. Andy Acton; an opinion piece by the inimitable Roy Rutledge; and more.

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“The Business of Beef – Freedom in Strength”