

Tracking Technology



Angie Stump Denton

I've always thought of myself as being on the cutting edge — willing to learn new things and implement new technologies in my professional and personal life. But, honestly, technology has been changing so fast it's hard to keep up.

When I graduated from college, the Internet was just beginning to become popular. Now we have Facebook, Twitter, Blogs, YouTube and phone applications. Today's graduates have learned about "convergence media."

This new media model has changed the way we

create, consume, learn and interact with one another. Consumers today do not just want to receive information: they want to interact with it, they want to create it, they want to participate within it.

As we began to brainstorm a theme for this year's herd bull and reference edition, we contemplated what information we could provide Hereford breeders to help them become more successful. Of course, technology is something that all farmers and ranchers are faced with each day, struggling with the decision of which new tools to

invest in, whether they are new equipment or new marketing options.

Inside, you'll find some tips to help producers understand the new marketing and management options available. From online marketing to DNA testing to sexed semen, we have attempted to summarize some of the new tools being used today.

We hope you enjoy this issue as you find ideas to help you track and implement new technologies on your farm or ranch.

A handwritten signature in black ink that reads "Angie".