ping for tenderness, taste, price and nutrient density. Those who lean toward the grass-fed segment also seek higher levels of noninflammatory omega-3 fatty acids in their beef. That market is growing, and some large corporations have moved into the grass-fed business in recent months.

Either way, those of us growing cattle on grass should be developing dense, diverse pastures on healthy, well-mineralized soils. These types of plant communities and soils are far more productive, but they also deliver healthy, nutrient-dense beef cattle to the markets.

As we keep producing better beef, we should seek to add the term “nutrient-dense” to the attributes our consumers are shopping for. Eating such foods, like well-cared-for and well-fed beef, leads to better human health as well.

Cooke is a semi-retired veterinarian and grazier from Sparta, Tenn.

This is my last column as editor of Beef Producer, so I want to say farewell to the readership, and I also want to share some memories from my many years with Farm Progress — which is now Penton Farm Progress.

I actually started with the Oklahoma Farmer-Stockman magazine back in 1989. At that time it was owned by Harvest Life Insurance, along with Nebraska Farmer, Kansas Farmer, Texas Farmer-Stockman, Colorado Rancher-Farmer, Missouri Rualist and California Farmer. About 1990 we started an inside-beef publication called Cattle, after recognizing we had about 70% of all the beef cattle in the nation within the confines of our subscription list.

I believe that was the genesis of Beef Producer.

At the time, Cattle didn’t have a regular editor, and everyone from all the states chipped in material.

I broke the story of growing problems with injection-site lesions in Cattle. The rumor was that one or two companies had one or two clostridial vaccines that were the major culprits. No one in the industry was naming names, but I remember that as the beginning of the move to give all of the injections possible subcutaneously in the neck. That was the recommendation we carried in the article.

Then came company buyout after buyout over the years, and those of us who remained in the company even worked for a division of Disney for a brief period after ABC (American Broadcasting Co.) was purchased by the entertainment giant.

Anyway, fast-forward to today and now Beef Producer, a demographic insert for beef cattle producers nationwide that is delivered through state and regional magazines. It is a sister publication to one of the oldest and most respected beef magazines in the nation, BEEF magazine.

I’ve enjoyed working all those years here with many great Farm Progress/Penton editors across the nation, including the men and women who work on BEEF.

Now I’m moving on. I’ll miss all my co-workers and will have to adapt to a new company — but I know most of you will still be out there, and I’ll still get to correspond with you and share new ideas. Newport writes from Newkirk, Okla.