

October 6, 2021

Dear Red Poll Breeders:

Just a friendly reminder that the deadline is fast approaching for submissions to the winter issue of the Red Poll Beef Journal. Please have your advertisements and news items in by November 15.

With 2021 coming to a close, now is a good time to report to the membership on activities of the Publications Committee for this year.

1. The Red Poll Beef Journal was restarted and 3 issues were published on time and within budget.
2. The committee undertook an advertising campaign which printed 5 ads promoting Red Poll in a national magazine. Each ad reached 42,000 subscribers.

Both of these efforts have been entirely funded by contributions from individuals. I would like to thank each and every breeder who has made these projects possible.

The Publications Committee plans to offer these opportunities for breeders to promote Red Poll again in 2022.

As always, contact me with ideas or problems. I look forward to continuing to work on publications and promotions.

Sincerely,
Regan Logan reganlogan2@gmail.com 615-218-3556
Chair: Publications Committee