



To Journal of Animal Science Subscribers:

The American Society of Animal Science Selects Oxford University Press as Publishing Partner for Animal Science Collection of Journals

This partnership, in line with the 2017 ASAS Strategic Plan, supports enhanced visibility of our journals, institutional subscription growth, and accelerated expansion into international markets.

The American Society of Animal Science (ASAS) is pleased to announce its new partnership with Oxford University Press (OUP) to provide production, distribution, and marketing services for the three journals in the ASAS Animal Science Collection. This agreement, which takes effect on January 1, 2018, fits directly within the new ASAS Strategic Plan to enhance visibility of journal portfolios, continue to emphasize global expansion, and to increase society revenue to enhance membership services.

Driven by the need to enhance journal visibility, ASAS reviewed its current publications and publishing platform and determined that the ASAS journal portfolio will be better served by a larger publisher with robust global marketing resources. The Society's decision to choose Oxford University Press followed intensive evaluations and negotiations. Ultimately, the ASAS Publications Committee and Board of Directors selected Oxford University Press because it presented the best understanding of the overall ASAS mission and strategic directives, could immediately impact and enhance visibility of ASAS journals in 2018, and the OUP business model aligned with the ASAS business model.

Beginning in January 2018, the OUP platform will host all of the ASAS journals, including *Journal of Animal Science*, *Translational Animal Science*, and *Animal Frontiers*, our review magazine with partners European Federation of Animal Science (EAAP), Canadian Society of Animal Science, and American Meat Science Association. Oxford University Press will lead all sales and marketing efforts for our Animal

Science publications suite, including institutional programs, digital promotion, and brand development of the journals.

Therefore all 2018 renewals should be processed through Oxford University Press.

"Oxford University Press is honored to become a publishing partner to the American Society of Animal Science. With their high quality, innovative approach and mission to foster scientific knowledge concerning animal and human health and well-being, the *Journal of Animal Science*, *Animal Frontiers*, and *Translational Animal Science* are ideal additions to the OUP publishing portfolio," said Niko Pfund, President of OUP USA. "We look forward to working arm-in-arm with ASAS to build on a near-century of publishing success and a storied tradition of quality and resultant prestige."

"ASAS and I formally thank the Alliance of Crop, Soil, and Environmental Science Societies (ACSESS), with special thanks to Ellen Bergfeld, Emily Mueller, Matt Nilsson, and Bill Cook, for serving as our publishing partner from 2012 through 2017. ASAS will continue to partner with ACSESS on several other initiatives to facilitate collaborations across agricultural disciplines," said ASAS President and former *Journal of Animal Science* Editor-in-Chief Dr. Steve Zinn. "We are very excited about our new partnership with Oxford University Press, and the new opportunities this presents."

About American Society of Animal Science

The American Society of Animal Science fosters the discovery, sharing and application of scientific knowledge concerning the care and responsible use of animals to enhance animal and human health and well-being. Our members work in agriculture because they love animals and believe feeding our families, friends, and communities is important. For more information visit www.asas.org.

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