

THE BACKBONE OF THE BUSINESS BREED

Passion is the driving force for countless faces in the beef production chain.

by Megan Silveira, assistant editor

No matter how many hours a producer puts in or how high-quality of cattle he produces, it's the passion in his voice that truly resonates when he shares his story.

Attendees of the 2021 Angus Convention gathered Nov. 6 to hear from a panel of five passionate people all tied to the beef industry as they shared how they let their love for business guide their lives.

JOSH JASPER

Blonde, bright-eyed and adorned with a smile, Josh Jasper stood under the beaming lights of the Convention.

The 21-year-old Kentucky native said his passion stretches back to his grandpa, Billy. When Jasper was ready to start his own journey, he purchased an embryo and worked with the resulting female from the moment she was born.

He says the heifer didn't do as well in the show ring that first year as he had hoped, but when she came back as a cow-calf pair, they reached new levels of success. He then started his own path as a cattleman. Memories of auctions spent with his "nanny and pa" allowed him to find the courage to make his next big move.

Jasper attended the World Wide College of Auctioneering in 2018. Nowadays, Jasper can likely be found sporting the green coat of the National Junior Angus Board (NJAB)

of Directors. He currently serves as the Foundation Director.

For Jasper, the Angus business is all about people — the Angus family to be exact.

"I'm so glad I'm a part of this breed," he said. "It's just in my heart. It's my passion."

DEBBIE LYONS-BLYTHE

"Why in the world could we not just work five days a week, eight to five?"

Debbie Lyons-Blythe's question rang through the Convention Center. While every cattle producer in the room was likely capable of providing a long list of reasons, Lyons-Blythe offered her own explanation.

"It's all about raising kids," she said. "It's all about family."

Lyons-Blythe said she can't look out on her property without thinking of her family. From her grandma who enjoys riding in the truck to look at the livestock to her son, Eric, who married his wife, Cece, out in the pasture, the views of Eastern Kansas are more than just a pretty picture.

Lyons-Blythe said it's the people that form the foundation of the love she has for this breed.

Lyons-Blythe is driven by the desire to promote the legacy of ranching and farming on to the next generation. She said her passion is learning more every day about herself, the land she calls home, the

livestock she raises and the people she calls family.

It's a passion she shares with cattlemen across the nation, and it's this passion that stops her from seeking out that five-day work week.

"We're not like other people," she laughed. "But I'm proud to be an Angus rancher."

BODEY LANGFORD

A small house in Selma, Ala., stands alone in the middle of a bull pasture. The bulls would march around the house, and it was during this procession Bodey Langford recalled his first memory.

"Those little bulls, just lining up single file, going in there and what I call 'lowing' — it was the first sound that I remembered stuck in my brain at that very early age," Langford said.

In 1978 Langford started Langford Cattle Company. The Texas land he calls home is harsh country. When he started in the industry, he succeeded in breeding some of the "biggest, meanest cattle in the state."

Later Langford was introduced to the Angus breed when he inherited two yearling Angus bulls after his grandfather's passing. Those bulls produced the best set of feeder calves Langford had ever raised.

"They were moderate-framed, and they had better dispositions, and the little heifer calves made

great replacement calves. And I was hooked on these Angus.”

While Langford finds satisfaction in knowing he’s positively affecting the Texas cattle industry, it was a day with his 2-year-old grandson he said was his proudest moment. The pair was sitting in Langford’s house, which stands in the middle of a bull pasture. The bulls lined up and made their march around the home.

“He said, ‘Grandpa, what’s that sound?’” Langford said. “And I said, ‘Son, that’s just a little Angus bull, just lowing around, walking, doing their thing.’ So maybe that’s the first sound that he’ll ever remember — just like I did when I was his age.”

SHANE TIFFANY

Shane Tiffany, Tiffany Cattle Company, and his brother, Shawn, have never wavered in their passion for the agriculture industry.

“My brother and I grew up in agriculture,” he explains. “It’s all we’ve ever known.”

Although Tiffany boasts a love for the business that stems back five generations, he is the first generation to own the business. His childhood was spent on the feedlot he now owns. His father managed the facility from 1988 to 2002.

After attending Butler Junior College and Kansas State University, the boys took different career paths. Shawn managed a ranch, and Tiffany traded commodities and served as a corporate cattle buyer.

Six years later, Tiffany said their story truly began. The owner of the feedlot offered the brothers the chance to buy in to the feedlot, and they jumped at the opportunity.

“Since that point in time, we have had just some tremendous



Mark McCully (pictured from left) spoke about passion with Josh Jasper, Debbie Lyons-Blythe, Bodey Langford, Shane Tiffany and Curtis Osmond.

opportunities,” Tiffany said. “God’s been so good to us.”

This year the business will feed close to 80,000 head of cattle. Owing the feedlot has allowed Tiffany to pursue his passion.

“Number one, I’m passionate about continuing my own family’s legacy,” he said, “but I’m super passionate about continuing on the legacy of the man that gave us a shot.”

This is the business’s 10th consecutive year of averaging 93% Choice or better, with 45% of those being *Certified Angus Beef*® (CAB®) or Prime.

Finally, Tiffany said he is passionate about helping secure future success.

“I love bringing young people into our operations,” he said. “I’m passionate about producing the best protein source in the world. And, finally, I’m passionate about giving all the glory and honor to my Father in heaven.”

CURTIS OSMOND


For Curtis Osmond, president of Forks Prime, being dedicated to the beef business requires a different type of passion. In 1993, he joined Forks Prime. The company expanded their steakhouse operations in 2006,

and Osmond had the opportunity to open a restaurant.

He described the event as a family affair. The boundaries of family stretched further as the dining rooms he monitored became the place where companies celebrated, groups gathered and couples frequented.

“We looked at ways that we could increase our knowledge and understanding of the ‘why’ behind what we did,” he explained. “We learned what *you* did and how that end product works all the way through to the plate.”

After the pandemic, Osmond says their focus and uniforms changed, but the business’s attention to detail never wavered. With the strength of the community behind them, he said the restaurant was able to rally together and push forward.

“We know that what we’re representing each and every night is the fruit of your passion, of your hard work, and we want to represent that in the best light possible,” he explained. “My family appreciates your passion for why you do what you do, because it allows us to fulfill our passion.” 

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