

YOUR VIEW

by Eva Hinrichsen, Miss American Angus



Innovative Resolutions

Miss American Angus, fourth-generation cattle rancher and a first-year college student all describe a part of who I am.

My name is Eva Hinrichsen, and I am currently a freshman at Oklahoma State University (OSU) studying animal science. I was recently crowned the 2020 Miss American Angus.

As a young cattle breeder, we look to past icons in the industry to mirror our practices after and to learn. The Angus industry has its share of innovative thinkers. We have benefited from the breeders that started the American Angus Association and American Angus Auxiliary, the founders of the *Certified Angus Beef*® (CAB®) brand, supporters of the Angus Foundation and the multitude of beef industry leaders who continue to offer better management practices and innovative equipment.

In my Intro to Animal Science class at OSU, Dr. Daniel Stein discussed the practices of Temple Grandin and shared the story of her visit to OSU. I have always been intrigued by the knowledge and passion Grandin possesses for the livestock industry, so I researched her further and viewed many videos of her explaining livestock handling.

I learned about how animals react to their recognition zone, flight zone and fight zone. As simple as it may sound, this is a critical concept to

understand because it makes all the difference between an animal staying calm and freaking out. The main goal when working cattle is to keep the cattle calm, so they will cooperate better and the work can be finished more efficiently. The foundation of correct handling practices today stems from her findings and research.

Engaging future consumers

As Miss American Angus, one of my main goals is to increase transparency between cattle producers and consumers. I plan to educate as many people as I can about the correct way we manage cattle and will strive to eliminate the misconception of poor livestock handling.

This role is a potential platform to show how I can be innovative in the process of advocating for our industry. Most advocates focus on the adults since they are the ones making the purchasing decisions for food in their households. However, I want to show younger people, preferably

middle-school age, how farmers and ranchers are the true innovators in correctly managing environmental resources and livestock. This is an age group that seems to be overlooked at times because they aren't the "little ones" or the high-schoolers that will be coming of age and soon considered influencers by marketing groups.

By engaging these young, future consumers and providing correct examples of our management practices, it is my goal to show the truth in what we do in delivering a

safe and nutritious food supply. In addition, I would hope these young people would take the facts back home and pass them along to their parents.

Innovation need not be a totally new process, but can be a modification of a process or idea. Taking positive actions to exchange

ideas or have a discussion is the start to making an impact that possibly could lead to an innovative resolution. **AJ**

As Miss American Angus, one of my main goals is to increase transparency between cattle producers and consumers. I plan to educate as many people as I can about the correct way we manage cattle and will strive to eliminate the misconception of poor livestock handling.
— Eva Hinrichsen