

## YOUR VIEW

by Ellie Kidwell, Miss American Angus



## Built better

*The goal is to be better; to never stop trying to make the next generation better than the last; to create more efficient, attractive and practical cattle than ever before. Cattle that are built better will always be in demand.*

Angus breeders have been working for generations to build better Angus cattle. Trends come and go, and through every trend, breeders have made Angus cattle that have risen to the occasion and met the demands of Angus customers. Using tools that are always being improved and advanced, breeders have made great strides in improvement of the quality of Angus cattle.

The Angus industry is constantly improving current technology and coming out with new programs to help breeders and producers maximize their success. Angus cattle have made their way to the top in the beef industry as the most popular breed, offering a promise of superior quality. However, along the way, the Angus breed has built more than just better cattle. Angus cattle have brought together so many brilliant minds over the years, and we have

*“Angus cattle have brought together so many brilliant minds over the years, and we have built a better Angus family.”— Ellie Kidwell*

built a better Angus family.

People who are built better can, together, create a stronger industry. In the Angus industry, we are always building new relationships with

our fellow Angus enthusiasts. As I have traveled across the country for Angus events over my years as a junior member, I have gotten to know so many

people who are just like me and have a passion for Angus cattle. I have surrounded myself with those who have allowed me to grow as a person and pushed me to build a better self.

I know my future in this industry is bright, as I will only meet more people to build my family. We can always rely on our Angus family, through the good and the bad, to be there when they are needed most.

Our Angus family is built better than ever and, this year especially, it is easy to see we are willing to take on whatever challenges we face. We

have persevered through hard times this year from financial challenges to some of the events we love being completely turned upside down.

The world never stops turning, just as our industry never stops improving. Over the last year, we have worked as hard as ever to continue our activities while so many others are on pause. Pulling off a large-scale event such as the National Junior Angus Show (NJAS) or Angus Convention is further evidence we are built better. And still we have adapted and overcome every obstacle set before us, because we are Angus, and we are built better.

As we look toward an uncertain future, one thing we can be certain about is the success of our Angus industry. We are built on a foundation of hardworking Angus breeders and proven Angus cattle, and we will use that to push ourselves forward with the help of the technology and tools available to us as Angus breeders. 