

**“H**ey Mom, send money!” How many times have you seen an anxious student embracing this sign at a college football game? Many times I’m sure, but my college experience seems to have deviated from this norm. Instead of soliciting funds from home, my request is, ‘Hey Mom, send food.’

You see, the food served at my particular institution of higher learning just doesn’t satisfy the palate like the food Mom serves at home. It’s not that my college skimps on the portions and it’s not that the food isn’t good. But still, one important element is missing, they don’t put in all the special touches that Mom does to give it... Quality.

Growing up in a rural community in the panhandle of Texas, my parents made sure their children saw that particular element in everyday life. My dad always said, “Moriah, choose quality and incorporate it into everything you do.” And as I’ve gotten older and Dad’s gotten a lot wiser, I’ve discovered he’s right.

My family began raising Angus in the late 1970s. Until that time, another breed of cattle grazed our pastures, but a tornado devastated the town where my grandparents live. That negative was turned into a positive when my dad purchased their herd enabling **Nannie** and Granddad to help in rebuilding the town. It was important to Mom and Dad to preserve my grandparents’ dedication to their Angus cattle. And after a few short years, Dad saw the quality that was bred into his Angus cattle. The other breed of cattle slowly disappeared from our ranch and the plains around our house became covered with black cattle.

Our family started eating fattened Angus calves and



Quality is  
the goal

BY MORIAH OLSEN

realized the extra quality of the meat. The basis of the Certified Angus Beef (CAB) Program is the consistent high quality of the meat. It took a lot of perseverance and dedication during the late ‘70s and ‘80s to develop the CAB Program. The American Angus Association and the Board of Directors stayed with the original idea to market a higher quality product and it has been a great success.

As a candidate for Miss American Angus, my goal is to educate and promote Angus cattle, the Association and all

its programs. Through my goal to educate and promote Angus cattle, I would exemplify quality in every role I perform, whether it would be an internal or external role. I see the internal role as being an opportunity to present awards at the national events or give programs at Angus field days and other Angus functions.

On the other hand, an external role presents great challenges in reaching the consumer and the breeder of other types of cattle. To do this involves the utilization of

marketing publications through the granting of interviews and being able to convince the breeder of the other types of cattle that by using Angus bulls they will enhance the quality of their cattle by improving marbling traits with a direct effect on carcass value. It also involves targeting the younger consumers by going into the public schools to educate them about beef and its nutritional values and to further teach them about the vital part the cattle industry plays in preserving our environment.

I have some excellent material at home provided by the Beef Industry Council that addresses these very issues.

In an effort to counteract the actions of some groups such as, the People for the Ethical Treatment of Animals, better known as PETA, I want to apply for the Myth Stoppers training program, formerly known as the Myth Buster. I am disturbed about the gross misconceptions recently promoted by the PETA movement in our panhandle area. Attending the Myth Stoppers program will equip me with knowledge to be a genuine ambassador of the true value of the cattle industry.

I recognize that Miss American Angus is a role model with a tremendous platform to reach all ages. I believe that the future of our country and our breed is rooted in how we educate our youth. My personal career goals include working with youth somewhere, but ideally within the cattle industry.

I owe a great deal of thanks to all the people who have helped me reach this point in my life. To show my appreciation, I feel the need to help those that follow me. In whatever road I travel, quality is the destination.