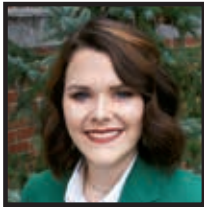


Compiled by Lindsay King

POSTCARD FROM A JUNIOR



Hayley DeHaan

Building a brand

As a dual major in ag sales and marketing in addition to ag communications, I am constantly surrounded by two simple questions: what makes a good brand and how can we use it?

The truth is, those two questions are not simple. This is mostly because customer and societal needs are constantly evolving. Once you think you found your niche, boom!, the market changes yet again. Personally, as a student trying to find internships, looking for a way to brand myself differently than the next candidate is an endless process.

It's a journey

I frequently find myself learning new skills to set myself apart, attending new marketing events to meet contacts, and creating my story to share with others. Branding yourself or your business is a continuous journey.

There is no one-size-fits-all.

Your plan can be as strategic or complex as you want it to be. Either way, at the end of the day, it needs to be you. While it is helpful to know your customers in order to know their needs and wants, knowing your own story is just as important. In your story, share who you are, your values and your goals and how that influences your day-to-day decisions. Be authentic. Customers – whether it be potential buyers or employers – want to hear your story.

Start locally

Recently, my mom (Jennifer) has started selling our family's beef to local restaurants and residents in and

around McMinnville, Oreg. We live about an hour from Portland and many of our consumers in the area like knowing where their food comes from, which works in our favor.

However, a lot of our potential customers frequently ask us if we are antibiotic free or organic. Responding to customers can be quite tricky, as we primarily use conventional methods.

Furthermore, many of the people asking will most likely never have the opportunity to meet other agriculturalists and learn about what conventional agriculture is. My mom uses this opportunity to break down misconceptions about agriculture and share our family story.

Quite often, while on the surface, it seems as though these particular customers only care about being antibiotic free or organic. Though that is sometimes the case, often they care more about sustainability and serving their family food that they feel is safe.

By weaving details that show conventional farming can be both of those things, my mom has been able to break down misconceptions about agriculture all while building a loyal customer base. That is the true power of sharing your story and using this concept to build your brand around.

— Hayley DeHaan, Oregon

Bronze and Silver Awards

Kaitlin Bell, Nottingham, Pa.; Bailey Bozeman, Lubbock, Texas; Bryce Fitzgerald, West Grove, Pa.; Kasey Meyer, Blue Hill, Neb.; and Gracie Smith, Kirbyville, Texas; have earned the National Junior Angus Association (NJAA) Bronze and Silver Awards according to Jaclyn Clark, education and events director of the American Angus Association.

Kaitlin Bell, the 17-year-old daughter of Dave and Tiffany Bell attends Oxford Area High School and is a member of the NJAA and the Pennsylvania Junior Angus Association (PJAA), where she serves as secretary and royalty.

She has participated in local, state, regional and national shows as well as showmanship contests. At the National Junior Angus Show (NJAS), Kaitlin participated in various contests, including: photography, quiz bowl, livestock judging, skill-a-thon and essay.

Bailey Bozeman, the 16-year-old daughter of Derek and Jennifer Bozeman attends Idalou High School. She is a member of the NJAA and the Texas Junior Angus Association where she currently serves as a director.

She has participated in local and state shows and showmanship contests. Bailey has submitted weight data to the Angus Herd Improvement Records (AHIR®).

Bailey also participated in the Texas Junior Angus Association leadership conference in both 2017 and 2018.

Bryce Fitzgerald, the 20-year-old son of Tim Fitzgerald attends Oklahoma State University (OSU). He is a member of the NJAA in addition to the PJAA.

He has participated in local, regional and national shows and showmanship contests. At the NJAS, Bryce participated in the judging and fitting contests and the All-American Certified Angus Beef® Cook-Off. In 2015 and 2016 he participated in the mentoring program. He also participated in LEAD Conference four years in a row, starting in 2012.

Bryce has also submitted weight data to the AHIR® program.

Kasey Meyer, the 13-year-old daughter of Brandon and Kami

Meyer attends Blue Hill Schools. She is a member of the NJAA and the Nebraska Junior Angus Association.

She has participated in state and national shows and showmanship contests. At the NJAS, Kasey participated in the photography contest and the All-American Certified Angus Beef® Cook-Off. She also participated in the mentoring program in 2016.

Kasey consigned cattle to the 4M Angus/Burken Cattle Company Sale.

Gracie Smith is the 17-year-old daughter of Steven Smith. She is a member of the NJAA and the Texas Junior Angus Association.


She has participated in local, state and national shows and showmanship contests. At the NJAS, Gracie participated in the judging, quiz bowl, extemporaneous speaking

and skill-a-thon contests. In 2018, she participated in the mentoring program. She also participated in the Raising the Bar Conference and LEAD Conference in 2017 and 2018.

LEAD 2019



The Leaders Engaged in Agriculture (LEAD) Conference is headed to Nashville Aug. 1-4, 2019. Stay tuned for more information

to come. This is a conference you don't want to miss. 



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