

AUXILIARY NOTES

by Pam Velisek, President, American Angus Auxiliary

Fresh Faces

As winter turns to spring, we look across our pastures and welcome the green grass and fresh faces of spring calves. It was a long year and a long winter, and it is time for a new start.

Nothing says fresh like 2-week-old bull calves frolicking through the flower-bloomed meadow. This not only brings us joy, but also reminds us it is time to really buckle down on the spring cleaning we must do. Here at the American Angus Auxiliary, we are reminded the turn of spring means our midyear meeting is right around the corner. This is when we reflect on the past and look to the future.


Spring calves are not the only fresh faces we are focusing on. The youth of the Angus breed are the fresh faces of the future. Sprouting like spring flowers, they will bring Angus cattle and culture further than it has ever been.

It takes a lot of effort and resources to bring them to spring shows, and we need to keep our eye on keeping them enthusiastic. The Auxiliary always encourages Angus youth through scholarships and contests that drive their competitive spirit.

Let us not forget the winter in the Midwest put tremendous strain on the breeders and their families. With the turning of the seasons, we must bring the turning of enthusiasm for our breeders and, more importantly, our future breeders. A great way to do this is to share pictures on social

media of your pastures blooming, calves playing and anything else around the farm that says “happy spring” to you. More so, share those pasture walks with your children and the future of this country.

As we look toward our midyear meeting celebrating the 70th year of the Auxiliary, we will be looking toward fresh and new fundraising ideas that enable us to expand the support for our young people. Youth education and welfare has and always will be the driving force of this Auxiliary. With that in mind, we will be challenging ourselves to expand on our long-term and sustainable fundraisers. I am excited and looking forward to it.

Education of the next generation is the future of our farms. As food producers, we need to provide education to explain the importance of agriculture and why Angus cattle produce food for our entire country. The pastures and hills that roll across this great land of ours should be filled with Angus cattle for our youth and their friends. We need nothing more than fresh faces to lead our industry to the brightest future possible. 

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Don't miss out...

**38th Annual
CAB[®] Cook-Off
July 13, 2021
Grand Island, NE**

**Enter your Cook-Off
Teams and Chef's
Challenge entries online
angusauxiliary.com**

*Entries due
May 15*

CAB[®] At-Home Contest

Pre-Entries Due:

June 10

Video Deadline:

June 24