

by Ellie Kidwell, Miss American Angus



Sealing the deal

Life is full of “deals” to be made. In a sense, every decision we make, anything we commit to is a deal.

Angus producers have a certain advantage when it comes to securing commitments. Angus cattle are known for their superior maternal, carcass and production traits, so it is easy to see why Angus genetics are in such high demand among cattle producers.

People seeking Angus cattle can always pursue with confidence, because with our breed, you do not need to see the bull’s offspring or have success with the heifer in the show ring to know you are making a wise investment.

Angus genetics not only offer promising results to purebred operations, but to commercial producers as well. It is well known in the industry the value Angus genetics can bring to any herd. It is easy to seal the deal on Angus cattle; with no other decision can you have as much confidence and be so sure.

Not only do we find the cattle themselves sealing the deal for us, but we also have an industry filled with so many wonderful and trustworthy

producers. For many, simply being able to trust the people you are working with is enough to make or break a deal. We are so lucky to have reliable people in our industry, which makes sealing the deal on Angus cattle even more promising.

Beyond the typical buying and selling of Angus cattle, the Angus breed can have great influence in other aspects of our lives as well. Have you ever seen “Angus” written somewhere you may not have expected, or been looking for it and just had to read on to see what it says about our breed? I know I have.

Personally, I know I can always seal the deal on my dinner decision when I find a restaurant that serves *Certified Angus Beef*® (CAB) because of the high-quality eating experience the brand promises. With *Certified Angus Beef*’s 10 specifications and strict standards, I know I will be getting the most from my meal.

The deal was truly sealed for me when I started to get more involved

in activities with the National Junior Angus Association (NJAA). It is honestly one of the most amazing and influential programs I have ever been a part of.

The NJAA has so much to offer between its amazing programs and amazing people. I have found a community of people who shared the same passions and ambitions as me and who I could truly relate to, so I was hooked. It has led me down the path I am on today, and I cannot even begin to describe all of the wonderful effects it has had on my life.

As we think about deals to be made, we should be thankful that we can always count on Angus cattle to be reliable, sturdy and practical choices we can make in our lives.

In our breed, the people are hardworking and the cattle are consistent and reliable, creating a package deal that has so many of the qualities that seal any other deal in our everyday lives. A

