

by Eva Hinrichsen, Miss American Angus



Serving as a tool for the trade

When you hear the words “reliable”, “tough” and “multipurpose,” what comes to mind? For me, I think of my go-to tool in the show barn, which is a good, old-fashioned rice root brush.

It is reliable in the sense you can always count on it to brush a heifer dry and help grow hair. It can be thrown on the ground and tossed around in the show box, but its toughness allows it to remain fully functional. From scrubbing dirt off an animal's hide or hooves in the wash rack to brushing hair or even cleaning buckets and feed pans, there are many uses for a rice root brush for an Angus cattle producer.

Sometimes, I think people are like a rice root brush. We rely on each other's toughness to help get through difficult times. We are masters of multitasking as we balance work, school, activities, family and friends. Our main goal is to finish the job at hand and be successful in completing the tasks placed before us. Just as a rice root brush is a reliable item, so are the people we choose to include in our lives.

I was once told, “Introduce me to your friends, and I will tell you how successful you will be.” I find this very fitting for people in the agricultural industry — especially those who grow up raising Angus cattle.

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successful types of people together to form friendships and accomplish projects. Every day farmers and ranchers continue to work hard to care for the land, livestock and, ultimately, the consumer of our products, regardless of weather, economics or even pandemics.

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In any challenging time, we are putting our basic skills to the test (cooking several meals a day, teaching children at home, etc.) all while learning to make sure we communicate with friends or family far and near. The life skills we have learned from around the ranch and in the show barn allow us to be reliable, tough and to get things done just like a rice root brush.

As Miss American Angus, one of my favorite parts about wearing the red jacket is being able to connect to different groups of people. When my responsibilities inside the show ring were not needed this spring, I went back to the basics of representing the Business Breed by connecting with producers and consumers outside of the show ring.

Utilizing social media and other types of communications tools, I worked on bridging the conversation

gap by being a reliable source of accurate information.

Consumers are often “fed” the wrong information or simply do not know what is true or false. We must take the opportunity to develop this platform to share our stories. I remained both tough and patient when communicating with consumers who have already formed an inaccurate opinion about the beef industry and those involved in it.

Although I do not usually wear my crown and sash when I use my trusty rice root brush, I still entwine their similar characteristics to exemplify reliability and toughness, serve multiple purposes and get the job done. **AJ**