

# New Age Breeders

If you want to predict the future you must participate in its creation.

— Jim Christensen



Setting the pace for the future of the beef industry will be goal-minded, progressive producers committed to serving their customers. Cattle producers who are visionaries and are not scared to try new, innovative ideas will be in the forefront as we enter a new millennium.

To overcome challenges facing the industry producers need to be willing to go out on a limb and try new marketing or management ideas.

Today the two things holding back producers are finances and traditions. As an industry we need to let go of our crutch of “this is how I did it last year and so that’s what I got to do this year” philosophy. The future for tradition-based

producers who don’t consider new options is limited.

Lack of education and communication between the different segments of the industry are also restricting progress. To lead the way, seedstock producers will need to act as the central hub between all the different segments and make the connections to improve beef quality and consistency.

#### Counting down to 2000.

The Angus Journal has sought the insight of progressive producers for this special report. This group was selected based on their desire and dedication to use new marketing and management tools and to set goals that will

guide them in the future.

They have the conviction to say this is where I’m at, this is where I’ve been and this is where I am going.

For the next few years the Angus Journal will track these progressive producers and see how they are meeting and re-evaluating their goals.

The panel consists of three purebred Angus breeders, a university Extension specialist, a young Angus breeder who plans on returning to the farm and a commercial producer. You’ll be introduced to five of the six on the following pages. The sixth panel member, Sam Hands, a commercial cow-calf producer from Garden City, Kan., will be featured in our special “Adding Value” issue in August. Sam’s

family manages a diversified operation centered around irrigation farming. In addition to their cow-calf operation, they purchase and partner stockers and operate a feedlot.

On the following pages you’ll discover these panel members have a deep love for agriculture and Angus cattle. Whether it’s among the sagebrush and lava rocks in Idaho, the rolling plains of Kansas or the green-plush pastures of Virginia, you can hear these new age breeders talk pedigrees and EPDs until they are blue in the face, and you’ll notice a sparkle in their eyes as they show you their new calf crop.

They can talk the talk and walk the walk.

— Angie Stump Denton