

THIS IS A GIRLS' WORLD

Eva Hinrichsen wins the coveted 2022 Junior Herdsman of the Year Award.

by Faye Smith, editorial intern

Eva Hinrichsen describes a successful person as someone who has not only won awards, but someone who has influenced others with hardwork and kindness.

By the looks of it through comments on a Facebook post recapping her last National Junior Angus Show (NJAS), this is exactly how the Westmoreland, Kan., native is perceived by her peers, leading to her achievement of the 2022 Junior Herdsman of the Year award.

"It's not about how well you do showing, it's about how hard you work. People are always watching you," Hinrichsen says. "I think that I've always tried to have a smiling face and greet every kid with welcoming and open arms. Not because I'm winning, but because I'm setting a good example and having good character."

This honor is given to an individual who is not only an outstanding member of the National Junior Angus Association (NJAA), but someone that is attentive to their animals, exhibits a strong work ethic and has the skills to prepare cattle to show. What is special is that this award is voted on by fellow junior members, showcasing who stands out amongst the crowd.

"It's amazing to think that you can resonate with your peer group



Eva Hinrichsen

well enough that they want you to be acknowledged and receive that award," says Lynne Hinrichsen, Eva's mother. "It's very heartwarming to know that Eva's peers feel that way about her,"

The beginning

Only a few days after she was born, Hinrichsen received the gift of a lifetime from her aunt — a life membership to the NJAA. It was an opportunity that set both her and her older brother, Cale, off to an incredible start into the breed, as they both received the gift.

Growing up on her family's Angus ranch, it was Ron and Lynne, Eva's parents, who instilled the love for cattle in Eva. Although her father grew up within the cattle industry,

her mother's ability to grow as a cattawoman without much of an agricultural background is what inspires Eva.

"Seeing my mom coming from basically a nonagricultural background and learning everything she knows from my dad, and still being as tough and as good as she is with cattle, is pretty inspiring," Eva says. "It instills that you can really do anything, no matter what your background is."

As the years went on, Eva began to watch her brother exhibit several Angus cattle at local jackpot shows. They slowly made their way to showing cattle at the national level. Constantly helping with the cattle at home on the farm and daily tasks at the shows, Eva found that Cale's successes in the show ring gave her the fire to be competitive once she was old enough.

"I wanted to be successful like my brother, but I wanted to be even better. That's the competitive little sister in me," Eva says.

Although she spent time in the show ring previously at state shows, the youngest Hinrichsen was finally old enough to exhibit at her first NJAS in 2011. For the next 11 years of Eva's time as a junior in the Angus breed, her passion and competitive spirit only grew.

NATIONAL JUNIOR ANGUS SHOW



“She does things because she loves to do it. She’s got that passion and wants to do it,” Lynne says.

The competitor

“Figure it out.”

Three words Eva remembers hearing from her parents throughout her time as a junior. Asking provoking questions led to learning what it meant to do things herself, and it was this mindset that gave her what it takes to be a successful young cattlemaster.

Eva continually set goals for herself for nothing but success in the show ring, as that competitive nature pushed her as a breeder and showman.

“I thrive off of challenges, and that pushes me to work harder and set my goals even higher and work even harder to achieve those,” Eva says.

As any NJAA member knows, there are good days in the show ring, and days when you’re disappointed. When the going got tough and Eva wondered if her work at home was translating to the show ring, she saw her way out of the mindset.

“After defeat it’s like, is this still even worth it? But every year I tell myself it is because one of these times I am going to get a piece of it, and I just have to keep working and going after it,” Eva says.

2022 was her year. Staying home over the summer to prepare seven head for the NJAS, her hard work paid off — division winner in the owned female show, reserve division in the bred-and-owned (B&O) bull show, and tying for the silver pitcher award.

She expresses how important

this NJAS was to sum up her junior career. The cherry on top was being awarded the junior herdsman award.

“Instant tears were brought to my eyes from it. I was standing at the backdrop when they called my name and came back to my family with open arms,” Eva says. “It was definitely something I had wanted, and accomplishing that big goal, it was certainly emotional for me.”

It was a moment special to Eva and her family, as it’s an honor she now shares with her brother.

“I knew I was in the running for the award as my last year. Ever since my brother won the award in Tulsa two years ago, I had my eyes set on the award,” Eva says. “It was really cool to see two siblings win it.”

The role model

At a young age, Eva saw the importance of becoming a role model for Angus juniors.

“I would talk to older members, and they probably didn’t know who I was, but you know, it really meant a lot when one of them would stop what they’re doing and have a



Though Eva Hinrichsen finds a lot of pride in her successes in the showing, she knows that a real champion is defined by the work they put in behind the scenes.

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— Eva Hinrichsen



conversation with me. I wanted to do

the same for the younger members,” Eva says.

Keeping the same mentality, this played an important role as she transitioned into a mentor for the kids.

Connecting with juniors in the barns and show ring, she used her passion for leadership and mentorship as the foundation to run and be crowned the 2020 Miss American Angus, and later was awarded the Jim Baldridge Outstanding Leader in 2021.

Eva recognizes this leadership position made her a public figure in the Angus world. People were watching her, giving her even more of reason to become a role model for the youth of the Association.

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the **BIGGEST** show ON DIRT

NJAS 2022

Receiving these three awards during her junior career goes to show that girls can do it all.

“Accomplishing all three titles is an honor as it takes a lot of time and effort to be a polished speaker, a role model, and getting dirty doing all the work to prepare my cattle for a show,” Eva says. “I encourage all young women to believe they can be both a hard worker not afraid to get their hands dirty and someone who can step in the public eye with a smiling face as a leader to their peers.”

The budding herdsman

Eva has always been all-hands-on-deck when it comes to the cattle operation. From helping with the performance cattle to making breeding decisions with the show stock and learning how to artificially inseminate (AI), Eva’s presence is an important piece to the Hinrichsen operation.

“We all want to think our kids work harder than anybody. But the cool part about Eva is she does the work herself,” Lynne says. “Our cattle, whether they’re purchased or bred and owned, she’s the one who’s doing the work on it. She’s done it all.”

The Hinrichsen family operates a 175-head operation of registered Angus, Simmental and commercial females focusing on both performance and show cattle. Eva, a fourth-generation cattle producer, owns a 75-head herd that’s primarily focused on the show cattle side, with her priority being breeding for



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Hinrichsen is a fourth-generation cattle producer. Within her 75-head herd, she selects for maternal excellence to excel in the show ring and in the pasture.



maternal excellence to complement her family’s program.

Utilizing embryo transfer (ET) and *in vitro* fertilization (IVF) for the growth of genetic progress on her herd, Eva plans to take the best of her spring 2023 calf crop to market on a small fall online sale — a goal of hers as a herdsman.

“We’re finally starting to get there, and now that I’m done showing, I won’t want to keep the best show heifer as a bred-and-owned for myself. I’ll be willing to sell them and start making some money back on these show cattle,” Eva says.

As a current member of the Oklahoma State University (OSU) judging team, Eva takes her experiences on the team back to her operation. By visiting other operations and networking with breeders, she’s seen the importance of what that means as a herdsman.

“I define a successful herdsman as someone that is willing to look at other people’s operations and see what’s working and take that back to their own operation,” Eva says. “Sometimes people get in their heads and think what they’re doing is the best, but it may not always be. It’s doing the research and keeping up with trends.”

A current senior at OSU, she plans to graduate with her undergraduate degree this spring and obtain her masters and doctorate in ruminant nutrition to work as a nutritionist for feedlots — potentially taking her industry knowledge back into academia.

Angus cattle have and always will be a part of Eva’s life. Growing up through the NJAA programs and now transitioning into an adult member, becoming a prominent Angus breeder is a part of her future. **A**