

NJAA Members Speak Up for Industry

The West Wasn't Won on Salad

by Deanna Hartzell, Shawano, Wis.
Junior Division Co- Winner

Picture this. It's the early 1800s. Johnny Touchstone is sending his steers across the plains to market. Roger Ranchhand, after a long day in the saddle punchin' doggies, comes to the chuckwagon for some grub. "Cookie" serves a large helping of SALAD?



Deanna Hartzell

I don't think so! We as cattle producers all know, The West wasn't won on Salad.

My name is Deanna Hartzell from Shawano, Wis. Today, I'm going to tell you about beef production.

Now, almost 200 years later, Roger Ranchhand the 8th still likes to come in after a day's work to a good beef meal. Yes, the salad is still there, as well as other vegetables to make a balanced meal. Beef is the most complete protein available and continues to satisfy the hungry cowboy's appetite.

We as producers need to work hard to provide a good, lean, tasty product in an efficient way that is good for the environment as well.

The meat industry has been criticized for the way we raise our animals and use our land. We need to promote our livelihood as both humane and stewardlike. The consumer needs to be aware that we recognize the value of the earth and its resources. Through soil conservation and land management we are providing the generations to come their place in history.

According to the 1987 Census of Agriculture, 516 million acres are being used nationwide as pastureland. 3.1 million of those acres are in Wisconsin. Well over 90 percent of those acres are not suitable for continuous row crop production. By using these acres as rangeland, we are able to convert grass into protein by using the beef cow's unique stomach.

Cows have a complex, four-compartment stomach which lets them digest and convert most types of vegetation, indigestible by humans, into energy and important building blocks of the body. The simple human system cannot utilize vegetation efficiently, and therefore these potentially valuable resources would be wasted if we didn't get them from another source.

Approximately 99 percent of every beef animal

is used for some kind of product. From pot roast to pasta, T-bones to tires, loins to luggage — every part is utilized. We remember the rhyme about the butcher, the baker and the candlestick maker. The beef industry is an active part of our economy. By-products serve as source materials for hundreds of other industries. Without beef as a renewable resource, not only would the butcher be out of work, but so would businesses that produce medicines, chemicals and textiles. Yes, it even affects the baker and the candlestick maker.

In summary, beef production plays an important part in soil conservation, because cattle utilize a lot of land not suitable for row crops. Beef provides one of our most complete proteins, but is more than just meat. It contributes to a lot of things which make our everyday life more enjoyable. And the great part about beef is it's a renewable resource.

The next time your family gathers around the grill, think about Johnny Touchstone and his dreams to bring America good food, a way of life and resources to live as comfortably as we do today.

Boo Hiss — Louisville!

by Jennifer Johnson, Tompkinsville, Ky.
Junior Division Co- Winner

Why would anyone want to spend their summer vacation in Louisville, Ky., when they've lived in Kentucky their whole life and they could go to Florida?

Had my parents gone nuts?

That's what I thought two years ago when Dad said we were going to spend a whole week in Columbus, Ohio... but why Ohio?

Dad said that my first National Junior Angus Show would be there in July.

Well, we went to Columbus for our so-called "summer vacation" and it was great!

Let me tell you about it!

I'm going to talk about my trip, the fun I had, and why I thought this vacation was so special.

Don't get me wrong, showing cattle isn't new; we do that all summer anyway. When other kids talk about sleeping late, going to the lake, or just doing nothing all summer, it makes me want to scream. Each morning while other kids are sleeping I get up at 6 a.m., go to the barn, wash, brush and feed my heifers. This goes on all summer from county fairs to district and state shows. If I'm lucky enough all my hard work pays off and I have a well-broke, nicely groomed winner. So why was





Jennifer Johnson

this trip different?

First off, it was my first National Junior Angus Show. We left at 5 a.m., picked up some friends, and drove all day ... some vacation! On the way to Ohio, the top blew off of our cooler and our truck overheated. What a way to start out!

After that things went pretty well. Our motel had two swimming pools, one indoor and one outdoor, a hot tub, exercise room, and lots of places to eat...Now this is a vacation!

Getting up at 5 each morning isn't my idea of fun, but when we

got to the National Junior Show I discovered that everyone intended to be at the barn at 5 a.m. and since we were there as a group, competing for group awards, I was suppose to be part of the "family." So, 5 a.m. it was.

I have talked a little about my trip and some of the fun I had, now I want to tell you why this vacation was so special.

I entered a poster in the herd advertisement division. It won. Some of my friends had posters, too. They won. Our senior team entered the team sales and won. One of my special friends was on that team. Best of all, our state won the first ever Sweepstakes Award. All in all, it was a great week.

I made lots of new friends and saw many old ones. We could visit and talk all day. We helped each other out. Work can be fun when everyone helps out.

My heifer didn't like this vacation; she didn't like the show ring. I had her looking great. I entered that huge ring with all those other heifers and...she went bananas! She butted me, pulled me around, and I cried.

I was embarrassed. The thing that went through my mind was, had all those long hours in the barn walking and brushing her been for nothing? I had spent hours, even months, getting Erica broke and here we were at one of the biggest shows of the year and my heifer was doing this.

But I didn't quit. I felt good about myself when the show was over. I didn't win a trophy or plaque but I won in other ways. My parents were proud of me, my self confidence improved, and I learned that I can be tougher than I thought when I have to be.

I saw some of my friends in September and we had fun talking about the National Junior Show. We laughed about having to get up early to wash, brush and feed our cows. It made everything seem a lot better. I'm looking forward to

seeing all of my friends again.

This year my parents let my brother and I decide where to spend our summer vacation...

Taking a Bluegrass Drive in '95 to Louisville, Ky., for the 1995 National Junior Angus Show, or a trip to Florida.

hmmmm...

Here I am!

The True Environmentalists

by Jake Stevenson, Hobson, Mont.

Intermediate Division

Who is an environmentalist? An environmentalist is a preserver. And just the same is said from Webster's Dictionary: "an environmentalist is a person who tries to preserve the natural environment."

You and I know that the dictionary always tells the truth and never lies, or does it? Maybe we're not afraid if it's telling the truth or not, but if it's telling enough of the truth.

I'd like you to take a test. It's an easy test, just a simple multiple choice question: Which group is responding better to environmental concerns? A. Citizens. B. Government. C. Businesses and corporations or D. Agriculture.

Are you ready for the answer? I'll tell you right off the bat that it's not citizens. And unfortunately the government isn't the answer; neither is businesses and corporations. It's agriculture. Can you believe it? Agriculture, and all of you who are a part of agriculture, is finally being recognized for environmental stewardship efforts.

This was a survey in *Better Homes and Gardens* magazine, and the result was the view of more than 10,000 people. Ranchers are now receiving awards because of their lifetime of commitment to improving the land and the productivity of their ranching operations.

The land is both the cattleman's livelihood and his legacy. His family and the families of future generations depend on the land. Recognizing their obligation to be good stewards of the land, cattlemen live by the saying, "We don't inherit the land from our forefathers, we borrow it from our children."

The people who work the land know it best. No group of people are in closer harmony than those who are out there in the fields either checking on their herd, or tilling the soil. Being good stewards is nothing new to ranchers, it's just another part of their everyday routine. Cattlemen work each day to balance complex environmental demands. They spend their lives learning, understanding, preserving and cherishing



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them. In other words, we as ranchers know that if we abuse the land, it will punish us by taking away that which we love most.

One of the stories I most like referring to is that of the Ruffatto Land and Cattle Company of Stevensville, Mont. Picture in your mind, if you will, a beautiful cattle ranch nestled at the front of the Bitterroot range of the Rocky Mountains. On one side, the ranch is bordered by the Forest Service wilderness and on the other by Lee Metcalf National Wildlife Refuge. Remember that the Ruffatto's land is also inhabited by a large variety of wildlife.



Jake Stevenson

The Ruffatto's irrigation system has made it possible to eliminate noxious weeds on their deeded ranch land, with the added help of a grazing strategy that encourages growth of desirable grasses as competition for less desirable weeds. Livestock are managed for maximum productivity with minimal impact on the land through a short-duration, high intensity rotational grazing system.

Leased federal land is more of a problem for the Ruffattos. They no longer irrigate their federal allotments because the Forest

Service felt it wasn't natural. The result? Spotted knapweed, nicknamed the nemesis of the Bitterroot Valley, quickly took over the desirable grasses. The number of cattle the allotment could support dropped from 250 to 50.

Cattlemen own or manage more land than any other non-governmental group or organization in the country. Because of that, they play a unique role in maintaining and enhancing wildlife habitats. The improving trend in range condition has allowed striking increases in wildlife numbers. In the last 30 years elk have increased almost 800 percent, bighorn sheep have increased 435 percent, antelope 112 percent, and moose almost 500 percent.

In some cases, the wildlife numbers are too large for their own good, as in the case of the deer. The deer population is 40 times larger than it was at the turn of the century, rising from 500,000 in 1900 to 20,000,000 animals in 1993. Eighty percent or more of the wildlife in the United States is dependent on private land for food, water and shelter. Grazing cattle on federal lands is an important range management tool that benefits wildlife as well as livestock.

On the millions of acres of public lands throughout the country cattlemen have devoted considerable amounts of their own funds to managing and improving land conditions. Some examples of improvements are stock ponds and water troughs that supply water for wildlife as well as livestock, erosion control to maintain or improve productivity of the land, improved vegetation quality and diversity, stimulated forage growth, and control of noxious weeds. Areas, such as designated wilderness where livestock seldom graze, are often in poor forage condition because of inadequate utilization. Those areas

often have less wildlife than neighboring ranches, where cattle grazing keeps range grasses cropped, vigorous, healthy and palatable to wildlife as well as cattle. Grazing is a means of renewing and regenerating natural resources.

If you're still asking what actions are cattlemen taking to care for the environment, the answer is that cattlemen have incorporated modern resource management science into their production practices. Those who own and make a living from the land have far more incentive and practical hands-on skills and experience to protect the land and natural resources on a daily basis than do governmental agencies. People take care of what they own. It's in their own best interest to protect the environment and resources, which they use year after year, decade after decade, generation after generation.

Cattle production isn't just about grass farming and natural recycling. It's also about people — the farm and ranch families who are out there on the land every day.

It's difficult to hear the public say cattlemen mistreat the land, when it's in the cattlemen's best interest to take care of the land. Each day they see the investment in land, water and wildlife pay off. They believe their efforts help guarantee a viable ranching operation for future generations, one they will pass down to their children. The chain, they say, never breaks. It only grows stronger with each additional link. All it takes is commitment and people who care about the environment and the ranching way of life.

A saying I am very fond of relating to is, "After a hard day's work, we all need a good night's rest so we can go back out and work again. Nature is no different."

Leaders Are Made, Not Born

by Julie Rowland, Gamaliel, KY.

Senior Division

Who's in charge here? How did he or she get the job?

As we look around at this show and all of the activities that are going on, we either realize that all of these activities are the result of a lot of planning, hard work and follow through, or we are living in a dream world and think it just happened because it always does. As one of the juniors who has helped with this show, I know it's the result of a lot of planning and work.

We can ask ourselves how do these leaders get to be leaders and what makes them successful? Can we do that? My answer is "Yes."

My future, as well as the future of the American Angus Association and the Angus breed, depends on the junior members, including myself. We must prepare ourselves for the future and be willing to take the lead in seeing and doing whatever has to be done to keep our great breed at the top.

Many people will argue that our future is controlled by chance; that chance determines our intelligence and physical capabilities. Even if this is true, learning and physical disabilities can be overcome by choice.

Let's look at intelligence. Does one have to have the IQ of a genius in order to achieve success?



Thomas Edison once defined genius as "1 percent inspiration and 99 percent perspiration." Perspiration – work – that is what it takes. If we work to the best of our ability, that is success. It doesn't matter what our IQ is, but what we do with the intelligence we have. We may not be innately brilliant, yet if we work together and pool our ideas, we can better achieve our goals through our state and national associations.

Around the turn of the century, a farmer was having difficulty surviving. Although he owned a large amount of land, a recession and drought were wreaking havoc. One day an oil company executive told him there might be oil on his property and agreed to pay him royalties for drilling rights. Since the farmer had nothing to lose and a great deal to gain, the agreement was made. Excitement was great as oil was hit in Spindletop, the most famous well in history.

The farmer became an instant millionaire. Or did he? Actually, the man had been a millionaire from the time he had owned the property. But until they discovered the oil, brought it to the surface, and took it to the marketplace to cash in, the oil had no real value.

We are like the farmer in that we already possess all the qualities needed for becoming successful. We must "cash in" on these qualities that might otherwise lie dormant with no real value. As we go through life there will be countless moments for discovering our abilities and worth. New milestones in our lives will be reached as our new talents and skills are taken to the marketplace of life.

It's said that an ordinary piece of quartz, electronically stimulated, will vibrate 4,194,302 times each moment. If this is true, what might be expected from us when our minds and spirits are really activated? The potential for each moment is unlimited. We must seize every opportunity to help ourselves grow. Each moment brings the new challenge of important choices.

As examples in our community, we must realize that the decisions we make day by day, moment by moment, influence those around us. Family members, peers, and younger children often look to us as representatives of high moral character and sound judgment.

A wise man once said, "Some people watch the parade go by, others march in it; you can be the Grand Marshal!" As Angus breeders, we must take advantage of each moment of opportunity so that we, like the quartz, will reach our maximum potential, thus becoming a "Grand Marshal" in life.

Do you believe in magic? I certainly do! I have found several magic words that play an important part in my outlook on life. From the most sacred book of all times, the Bible, comes these tied and true "magic" words..."I can do all things." The magic in these five little words can make you believe in yourself and



Julie Rowland

know that you can accomplish any and all goals for which you strive.

Dr. Norman Vincent Peale, author of "The Positive Principle Today," suggests one should practice the amazingly creative practice of believing. He explains, "See yourself as what you want to be; then be just that!"

Motivation adds magic to one's character. Motivation is like nutrition. It must be taken daily and in healthy doses to keep it going; therefore enabling us to reach our goals. What you get by reaching goals, however, is not nearly as important as what you become by reaching them.

By using the magic wand of belief and the top hat of motivation, we reach into the well and draw out lifelong qualities. These will add that special magic needed to become successful citizens and valuable members to the Angus Association.

The well of life from which we draw presents numerous opportunities for overcoming monumental milestones. One of the major milestones we Angus breeders strive to surpass is achieving the desired quality of leadership. One person's definition of a leader is "an ordinary person with extraordinary determination."

According to Albert Schweitzer, "Example is not the main thing in influencing others. It is the only thing."

To be a good leader, you must have determination and courage. You must be willing to accept responsibility while maintaining sensitivity to those around you. Listening to the wisdom of others and the inner self is also important in the leadership role. A leader should have a positive outlook on life.

We have reached the giant milestone of good leadership when we exhibit the "courage to adjust to mistakes, the vision to welcome chance, and the confidence to stay out of step when everyone is marching to the wrong tune."

Someone once said that what the world needs is more people who will apply to their jobs the same enthusiasm for getting ahead as they apply to getting ahead in traffic. If we Angus breeders applied that same enthusiasm to improving our individual herds, as well as our state and national associations, can you imagine what the Angus breed could achieve? The accomplishments and achievements could be astounding!

In Rudyard Kipling's poem "IF" he wrote: "If you can dream and not make dreams your master; if you can think and not make thoughts your aim."

In our Angus association we have people who have gone beyond dreaming and thinking about what could be and have realized their dreams.

Those juniors in the green jackets, the National Junior Angus Association Board of Directors, are great examples of those who dream and do not make dreams their master. These individuals, as well as many others, show us that our goals can be achieved when we put forth the energy to achieve our goals. Remember, if you can dream it, you can do it!

What we become is our choice. It's done by setting goals. Goals are important in determining your destiny. You should set your goals in life and accomplish them. Once you reach your goals, set higher ones. What are your goals in life? Do you choose what will happen to you or do you leave it to chance?

AJ

