

YOUR VIEW

by Eva Hinrichsen



Past, present and future

When we understand the past and are aware of the present, then we can look forward to the future. This is how my conversation would start as I explain my role in the Angus industry to friends not involved in agriculture.

The past of the Angus breed in America started in 1873 when George Grant brought the first Angus bulls to the plains of Kansas. It continued into 1883 with the formation of the first Angus breed association, followed in 1952 with establishment of the American Angus Auxiliary and then in 1978 with the development of the *Certified Angus Beef*® program. It continues growing today with over 332,000 registrations of Angus cattle and a future focused on customer service, education and business expansion.

My personal involvement with the Angus breed and the cattle industry has a traditional past, present and future aspect. My family is comprised of multi-generational cattle producers, and I represent the fourth generation of Angus producers. My family chose to raise Angus cattle because of the cows' tremendous maternal characteristics and being able to produce some of the best quality beef in the world.

We are members of the state and national Angus breed associations, where we can keep our herd records and gather valuable management and industry information. Back at the ranch, I assist my family with the chores, breeding decisions, and cow herd management. Our operation is heavily dependent on artificial insemination of the cows and embryo transfer. After completing a

training class in artificial insemination, I now assist in breeding cows to Angus bulls selected on their genetic merit to complement our cows' bloodlines.

The greatest experience of working on a cattle operation is seeing the results of your hard work and preparation. While most people celebrate the Christmas holiday in December, I feel the season is extended for another three months. Each new calf brings the feeling of excitement to see if you got what you wanted and to see if your genetic match up worked. Furthermore, after calving season, you begin the decision-making process of picking out the prospects for the future sale bulls, replacement females and new show string. These Angus cows become some of the best mommas and continue to raise high-quality calves, year after year.

Our Angus industry has a branded beef program to help the commercial producer with marketing their calves. The Certified Angus Beef program allows producers to be paid a premium for their qualifying calves when they retain ownership through the harvest process. There are 10 qualifications for the carcass to pass to achieve this designation and only about 20% of the fed cattle reach this level.

I actively participate in the Angus industry by committing my time to

the state and National Junior Angus Association. In addition to my role as part of the state officer team, I serve as a mentor at the state and national levels for new and younger members. My involvement and leadership reach both in and out of the show ring. Through the Angus industry, I have had the opportunity to show cattle at the state and national levels. I have met numerous people across the country and am proud to consider them friends and part of my extended family. I have attended numerous educational programs such as Leaders Engaged in Angus Development (LEAD), Raising the Bar and other workshops as well as assisted in many community service projects.

One additional role I assumed this year was being selected to represent our state and the Angus breed as our state queen. I continue to use this opportunity to educate my peers on the life of ag and the crucial role it plays in my everyday life and theirs. All of the roles I have in the Angus industry allow me to follow the traditions of our past, serve others in the present and be able to share the benefits of the breed with future generations of Angus enthusiasts. **AJ**

Editor's note: This essay was submitted to the 2018 National Junior Angus Association creative writing contest. Eva Hinrichsen, Westmoreland, Kan., competed in the intermediate division.