

FOUNDATION IN FOCUS

by Rod Schoenbine, Angus Foundation

Our End Game

You know the saying, “the few, the proud, the ...” I think every one of us can finish that phrase.

With less than 2% of the U.S. population in production agriculture and feeding the world, we as Angus breeders can stand proud of the part we play. Being one of the few that provides so much for others. This is a staggering statistic when you think about it. We can stand back and be proud, or should we be concerned? How do we continue to produce advocates, leaders and critical thinkers in agriculture for the next generation? Are we willing to let 2% drop to 1%?

An amazing mission

I can't think of a more worthy cause than supporting the next generation of agricultural producers and leaders. The Angus Foundation's originators provided us with an amazing mission that focuses our efforts to help create the next generation: cultivating and fostering the advancement of youth, education and research for progression of the Angus breed as well as the agricultural industry.

Top-notch programs

We are coming off an exceptional National Junior Angus Show (NJAS), where hundreds of hard-working youth were rewarded for their labors. Recognized with scholarships, competing in the show ring or the



Auxiliary-sponsored All American Certified Angus Beef® (CAB) Cook-off, or attending the Leaders Engaged in Angus Development (LEAD) Conference; Angus youth are provided many first-class programs throughout the year. Educating for the future and providing leadership opportunities is at our core.

“Agriculture ... is our wisest pursuit, because it will in the end contribute most to real wealth, good morals and happiness.”
—Thomas Jefferson to George Washington, Aug. 14, 1787

Awesome outcomes


Work Hard, Dream Big — this is the Angus Foundation's new communications platform and you may have seen some new videos of just a few of many awesome outcomes. Young men and women who credit Angus cattle and programs provided by your donation to the Angus Foundation are able to reach their dreams and become leaders, breeders, educators

and advocates for the breed. Your donation creates lifetime learning and leadership development opportunities that are the envy of the industry. Your support helps us stay focused on our end game; creating those extraordinary outcomes.

Just one little catch

With only 2% in agriculture, how do we ensure that there will be advocates, leaders and critical thinkers in agriculture for the next generation? I'm reminded of this quote by John F. Kennedy.

“If not us, who? If not now, when?”

Donations of unrestricted funds are the lifeblood of the Angus Foundation's budget. We need your donations to keep it all going every single year, creating an Angus Foundation focused on our end game. Work Hard, Dream Big, create extraordinary outcomes. 

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