

Compiled by Lindsay King

POSTCARD FROM A JUNIOR



Caroline Cowles

The endgame

What is the end goal for all farmers and ranchers? Profit. That is the short and sweet answer to this question of why farmers and ranchers raise cattle for a living.

But, what is one of the most challenging situation farmers and ranchers are faced with each day? Understanding their consumers.

Consumers are as conscious today as they have ever been in regards to their food source; they want to know the story behind what they are eating. This challenge has given rise to programs that communicate the full story behind their food. This challenge is what has brought about different useful tools from various associations and organizations.

The American Angus Association has met this challenge by giving rise to programs that address these consumer issues while keeping their

breeders in mind, which results in helping add to a producer's bottom line. The actions taken by the American Angus Association include AngusSource®, a program that has the ability to help farmers' and ranchers' profit increase while communicating the story behind their consumers' food.

This increase in profit is from the program's traceability of cattle and the fact that these cattle are verified for the feedlots who purchase them. This is huge for consumers to have the capability of seeing exactly where their beef is coming from, as well as that it is truly Angus. Obviously, this is huge in assisting Angus breeders all

across the nation gain a little more bang for their buck.

All farmers and ranchers are in this business to make a profit — that is completely understood. Now, in order to keep that profit continuously increasing, farmers and ranchers will have to utilize resources like AngusSource to stay up to date with the communication their consumers are expecting. If we educate ourselves on the possibilities we have to increase profit while fulfilling consumer demands, then we will come out victorious in our own endgame.

—Caroline Cowles, Kentucky

Canadian Junior Angus Showdown scholarships

Canadian Junior Angus (CJA) presented three juniors with scholarships totaling \$4,500 at the 20th annual Showdown in Barriere, B.C. Kodie Doetzel of Lipton, Sask., received the first-place scholarship of \$2,000; Naomi Best of Harding, Man., received the second-place scholarship of \$1,500; and Charlene Elliot of Kenilworth, Ont., received the third-place scholarship of \$1,000. The scholarships were presented at Showdown, the annual national

Canadian Junior Angus show.

Doetzel won the Spirit of Youth Award. He will soon begin his second year of a general agriculture course at Hutchinson Community College in Hutchinson, Kan., where he is a member of the livestock judging team. He intends to pursue a career as a commercial order buyer and continue working on his family farm, Nu-Horizon Angus, when he completes his education. Doetzel served for several years on the

Saskatchewan Junior Angus Board and has sat on the Saskatchewan Angus Association Board of Directors for two years.

Best is entering her third year of the Bachelor of Science in Agriculture program at the University of Saskatchewan. She intends to return to rural Manitoba when she completes her degree and pursue a career in agricultural finance. Over the last three years, she has worked to reboot the Manitoba

Junior Angus program. Best is also a member of the University of Saskatchewan Livestock Judging Team and Beef Team as well as a volunteer coach with Skate Saskatoon CanSkate Program.

Elliot received the Dick Turner memorial scholarship award. She attends the University of Guelph and is in her third year of pursuing a



degree in agriculture. Her career goal is to be a large animal feed specialist with a focus on beef and dairy while continuing to work on her family farm. She is also president of the

Ontario Junior Angus Association and serves on the Ontario Angus Association Board of Directors.

2019 South Dakota Junior Angus Association Field Day, June 8, Watertown

photos by Jeana Hurlbut, courtesy of the American Angus Association



Winning top honors in the junior showmanship (from left) are Sawyer James, first, and Logan Foster, second, both of Raymond.



Winning top honors in the intermediate showmanship (from left) are Wyatt James, Raymond, second; and Harlee Heim, Wessington Springs, first.



Winning top honors in the senior showmanship (from left) are Talli Heim, Wessington Springs, first; Cadee Schelske, Virgil, second; Sam Hovde, Willow Lake, third; Madison Styles, Brentford, fourth; and Tristen Kwasniewski, Clear Lake, fifth.



Talli Heim, Wessington Springs, left, and Tyler Bush, Britton, right, qualified to represent South Dakota in the National Junior Angus Showmanship Contest hosted at the NJAS.



Elected to serve on the board of directors (from left) are Sawyer Styles, Brentford, president; Cadee Schelske, Virgil, vice president; and Ty Mogck, Olivet, secretary/treasurer.



Elected to serve as directors (from left) are Harlee Heim, Wessington Springs; Mason Schelske, Virgil; and Morgan Kwasniewski, Clear Lake.

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2019 Louisiana Junior Angus Association Field Day, June 8, Plaquemine

photos by Angie LeBeouf, courtesy of the American Angus Association



Wyatt Mabile, Addis, La., center, participated in peewee showmanship. Presented by Tyler Braud, judge, left, and Kara LeBeouf, Miss Louisiana Angus, right.



Winning top honors in the junior showmanship (from left) are Braud, presenting; Amalie Mabile, Addis, first; Elise Meche, Morganza, second; Jackson Baham, Loranger, third; Lain Thompson, Pineville, fourth; Olivia Shirley, Deridder, fifth; and LeBeouf, presenting.



Winning top honors in the intermediate showmanship (from left) are Braud, presenting; Grant Dela Houssaye, New Iberia, first; Saylor Baham, Loranger, second; Wyatt Olsen, Saint Francisville, third; LuLu Nevers, Abita Springs, fourth; Avery Crochet, Addis, fifth; and LeBeouf, presenting.



Winning top honors in the senior showmanship (from left) are Braud, presenting; Emma Sarradet, Addis, first; Lily Gisclair, Longville, second; Colt Dutruch, Covington, third; Lexie Martin, fourth, and Lainey Martin, fifth, both of Loranger; and LeBeouf, presenting.



Winning top honors in the junior division of the skill-a-thon (from left) are Jimmy Sibille, Ethel, first; Elise Meche, second; and Wyatt Mabile, third.



Winning top honors in the intermediate division of the skill-a-thon (from left) are LuLu Nevers, first; and Luke Gisclair, Longville, second.

2019 Texas Junior Angus Association State Show, June 8-9, Belton



Winning top honors in the senior division of the skill-a-thon (from left) are Lily Gisclair, Longville, first; Kara LeBeouf and Lani LeBeouf, both of Deridder, tied for second; and Colt Dutruch, Covington, third.



Cutter Pohlman, Hereford, Texas, won premier exhibitor.



Pecos Worrell, Harper, Texas, left, received the Newcomer award. Presented by Garrett Knebel, judge.



Karsyn Pack, Stephenville, won top honors in the peewee showmanship.



Winning top honors in the junior showmanship (from left) are Jera Johnson, Blossom, second; and Pecos Worrell, first. Presented by Knebel.



Winning top honors in the intermediate showmanship (from left) are Bailey Bozeman, Lubbock, second; and McKenzie Kostel, McKinney, first. Presented by Knebel.



Winning top honors in the senior showmanship (from left) are Katlyn Brooks, second, and Noah Grounds, first, both of Barry. Presented by Knebel.



Noah Grounds, left, and Katie Harris, Stanton, right, qualified to represent Texas in the National Junior Angus Showmanship Contest hosted at the NJAS.

2019 Montana Junior Beef Expo Angus Show, June 27-29, Lewistown



PHOTO BY JORDAN WAGNER

Winning top honors in showmanship (from left) are Nicole Stevenson, Joliet, senior champion; Garrett Bromenshenk, Billings, reserve senior champion; Connor Cook, Huntley, intermediate champion; Kristen Vincent, Moccasin, reserve intermediate champion; Claire Murnin, Huntley, junior champion; and Wylee Simenson, Chinook, reserve junior champion.

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2019 Northern Illinois Angus Ass'n Junior Preview Show, June 30, Pecatonica



Winning top honors in the junior showmanship (from left) are Cylee Kirchner, Leaf River, champion; and Olivia Johnson, Durand, reserve champion.



Winning top honors in the intermediate showmanship (from left) are Coehen Kirchner, Leaf River, Ill., champion; and Brooke Allen, Byron, reserve champion.



Winning top honors in the senior showmanship (from left) are Holly Marsh, Union, Ill., champion; and Drake Musser, Pearl City, Ill., reserve champion.



Holly Marsh, Union, Ill., won champion pair of heifers.

2019 Pennsylvania Breeders' Junior Angus Show, July 4-5, Huntingdon



Winning top honors in the novice showmanship (from left) are Zoey Baker, James Creek, reserve champion; and Kolton Grim, Thomasville, champion.



Winning top honors in the junior showmanship (from left) are Raven Eisenhour, Wellsville, champion; and Aubrey Zeigler, East Berlin, reserve champion.



Winning top honors in the intermediate showmanship (from left) are Allison Schmuck, Somerset, champion; and Kaitlin Bell, Nottingham, reserve champion. Schmuck was named reserve champion overall showman.



Winning top honors in the senior showmanship (from left) are Daniel Rohrbaugh, Seven Valleys, champion; and Elizabeth Voight, Fredericksburg, reserve champion. Rohrbaugh was also named champion overall showman.

2019 Virginia Angus Breeders' Junior Show, July 27, Chatham



PHOTO BY ELIZABETH NIXON

Winning top honors in the showmanship (from left) are Kyle Grim, judge, presenting; Jenna Hamilton, Buena Vista, senior champion; Gordon Clark, Gretna, intermediate champion; Emma Alexander, Louisa, junior champion; and Quincy Clayton, Staunton, novice champion. Clark was also overall champion of the entire showmanship contest.

2019 Virginia Angus Breeders' Show, July 28, Chatham



PHOTO BY ELIZABETH NIXON

Gordon Clark won premier exhibitor.