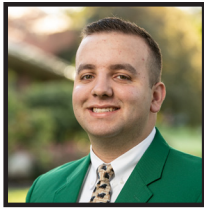


Compiled by Megan Silveira,  
assistant editor



Justin Wood

## Angus on target

*In today's cattle world, we are surrounded by challenges we have never faced before.*

With the coronavirus and rising prices in the grocery store, the stakes have never been higher for us as an industry and a breed to come together and reassure consumers we are doing everything possible to bring the best product to their table. With the closures of several meat processing plants, there has been a backup in feeder cattle resulting in lower cattle prices and higher retail prices on the shelves. With these growing issues, now has never been a better time for locally owned and operated farms and ranches to market their product privately.

Most people don't realize a large portion of registered Angus cattle come from herds with fewer than 20 head. These smaller herds often don't benefit from the advantages of cattle prices on a large scale, but with such an inflated retail price for beef, this is a great time for juniors

and their families to really dive into the meat side of our industry. This is often a sector of the breed that is overlooked by junior members due to their involvement in the registered seedstock side of the breed. While these sides are still profitable, those cattle very often aren't the ones that end up on the dinner plate.

Many people don't realize the marketing and profit advantage of the meat industry. In times like these, when prices are so high, this is a great time to invest in your herd and build it towards supplying your local community with homegrown beef. There is a growing need from the general public to know where their meat comes from.

With today's market, now is the perfect time to exploit that. Now sure, this isn't the best news for farmers who sell their cattle by the pound to feedyards on a contract

with big meat suppliers. But, where there are positives, there are several trade-offs. However, in these tough times, it is important for all cattlemen to focus on the positive.

No doubt times are tough, and things don't seem to be changing for the agriculture industry. The important things to focus on are increasing supply for consumers, driving up cattle prices while still keeping retail value affordable for customers, and working together for continued success.

While you may not be having as busy of a fall as you were planning on, there are always things to improve in your herd at home. Check out the advantages the *Certified Angus Beef*® brand would offer for your cattle, talk to your local meat processor and, above all, keep breeding quality Angus livestock.

— Justin Wood

## Bronze and Silver Awards

Anne Dameron, Towanda, Ill.; Jack Dameron, Towanda, Ill.; Brooke Davis, Lowell, Ind.; Sydney Dodge, Pendleton, Ore.; Kaycee Lindner, Platteville, Wis.; Kelsey Shope, McDermott, Ohio; and Tavin Uden, Franklin, Neb., have earned the National Junior Angus Association's (NJAA) Bronze and Silver awards, announces Jaclyn Upperman,

education and events director of the American Angus Association in Saint Joseph, Mo. Grant Fitzgerald, Seven Valleys, Pa.; Charlie Severeid, Owatonna, Minn.; and Joe Severeid, Owatonna, Minn., have earned the NJAA's Bronze award.

The Bronze and Silver awards are the first two levels of the NJAA Recognition Program that began in 1972. Junior Angus breeders

must apply for the awards, then meet point requirements in many areas of participation before receiving the honors. Applicants are evaluated in areas of junior Angus association activities and leadership, participation in showmanship, contests and shows, using performance testing to improve their herd, and their progress in producing

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and merchandising Angus cattle.

Towanda, Ill., native **Anne Dameron** has earned her Bronze and Silver awards. The 15-year-old daughter of Jeff and Jennifer Dameron currently attends University High School.

A member of both the NJAA and the Illinois Junior Angus Association (IJAA), Dameron currently serves her state as director.

She has competed on the national level and attended the Leaders Engaged in Angus Development (LEAD) Conference in the past, as well as this year's Camp Angus.

At the National Junior Angus Show (NJAS), Dameron has represented her state in the Auxiliary-sponsored All-American *Certified Angus Beef*® Cook-Off and received the Robert and Marilyn Schlutz Angus Scholarship.

Her 17-year-old brother, **Jack Dameron**, is also being recognized with Bronze and Silver awards. Jack attends University High School.

An active NJAA member at all levels, Jack currently serves as director for the IJAA. He has participated in the NJAS and attended the LEAD Conference for the past three years.

Hailing from Lowell, Ind., **Brooke Davis** is being recognized. She is the 17-year-old daughter of Glenn and Sara Davis and attends Lowell High School.

A member of the Indiana Junior Angus Association, Davis serves as second vice president. At the NJAS, Davis has participated in the photography, team sales, quiz bowl and livestock judging contests. She also took part in the Angus Mentoring Program (AMP) for three years and served as a voting delegate this year.

Davis is no stranger to leadership events within the NJAA, as she has

## 2020 Minnesota Junior Angus Ass'n Field Day; Fairmont; Aug. 8



In the senior division of showmanship, (from left) Dawson Johnson, Pipestone, won champion; and Alyssa Nesler, La Cresent, won reserve champion. Presenting is Chad Zehnder, judge.



In the intermediate division of showmanship, (from left) Emily Coonrod, Hastings, won reserve champion; and Lydia Coonrod, Hastings, won champion. Presenting is Chad Zehnder.



In the junior division of showmanship, (from left) Cora Mayer, Peterson, won champion. Scott Swanek, Dexter, won reserve champion.

*Editor's note: Photos by Kayla Schaefer, courtesy of American Angus Association.*

## 2020 Missouri State Fair 4-H Angus Show; Sedalia; Aug. 13



In the showmanship contest, Landon Kennedy (left), Browning, won champion showman; and Paighton Witt (right), Union, won reserve champion showman.

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## 2020 Missouri State Fair FFA Angus Show; Sedalia; Aug. 13



In the showmanship contest, Alex Morrison (left), West Plains, won champion showman; and Alexis Koelling (right), Curryville, won reserve champion showman.

*Editor's note: Photos by Adam Conover, American Angus Association.*

also attended both the LEAD and Raising the Bar conferences. She has submitted weight data to the Angus Herd Improvement Records (AHIR®).

The next recipient of the Bronze and Silver awards, **Sydney Dodge**, is from Pendleton, Ore., and is the 16-year-old daughter of Jody Dodge. In addition to attending Pendleton High School, Dodge is an active member of the Oregon Junior Angus Association (OJAA) and the Washington Junior Angus Association (WJAA), which she serves as secretary.

Dodge has competed at all levels and attended the NJAS, where she participated in the livestock judging and quiz bowl contests. Last year she also served as a voting delegate.

Dodge has submitted weight data to the AHIR.

Brad and Jaye Lindner's 13-year-old daughter, **Kaycee Lindner**, is also being recognized with Bronze and Silver awards. From Platteville, Wis., Lindner has served as director for the Wisconsin Junior Angus Association and as an ambassador for

the Wisconsin Angus Auxiliary.

Lindner has competed in the prepared public speaking, quiz bowl and livestock judging contests and participated in the Angus Mentoring Program (AMP) at the NJAS. Additionally, she was a participant in the Mini LEAD Conference.

Lindner has consigned cattle at the KCJ Angus private-treaty sale and the Wisconsin State Angus Sale.

McDermott, Ohio, native **Kelsey Shope** has earned her Bronze and Silver awards. Shope is the 21-year-old daughter of Kimberly and Roger Shope. She attends Ohio Christian University.

Shope serves as the preview show chairperson for the Ohio Junior Angus Association. She has shown at all levels as a member of the NJAA while also staying actively involved in her 4-H club, which she serves as a volunteer advisor.

**Tavin Uden** from Franklin, Neb., is the final recipient of the Bronze and Silver awards. He is the 15-year-old son of Dru and Trude Uden and attends Franklin Public School.

As a member of both the NJAA and the Nebraska Junior Angus Association, he has participated in shows at the state and national levels.

Uden has participated in the poster, photography, team sales and quiz bowl contests and the Cook-Off at the NJAS.

In addition to being involved with his local FFA chapter and 4-H club, Uden has submitted weight data to the AHIR.

Receiving the Bronze Award is **Grant Fitzgerald**, Seven Valleys, Pa. He attends Dallastown Area High School and is the 17-year-old son of Wendy Fitzgerald.

In the past, he has served his state association as director. Fitzgerald has attended shows at all levels and has competed in the photography, graphic design and livestock judging contests at the NJAS. Fitzgerald has also attended the LEAD Conference.

**Charlie Severeid** is the 18-year-old son of Aaron and Amanda Armstrong and the next recipient of the Bronze Award. The Owatonna, Minn., native attended Kenyon-Wanamingo High School and previously served the Minnesota Junior Angus Association (MJAA) as director.

A competitor at the national level, Severeid has participated in the quiz bowl, skill-a-thon and livestock judging contests at the NJAS.

**Joe Severeid** is the 14-year-old brother of Charlie Severeid and currently attends Kenyon-Wanamingo Middle School. He has also earned his Bronze Award.

A member of both the NJAA and the MJAA, Joe has competed at the national level. At the NJAS, he has participated in the quiz bowl, skill-a-thon, poster and livestock judging contests. 