

Angus Selects the Next Youth Breed Ambassador

Emma Jumper to serve the business breed for the upcoming year.

by Jena McReil, digital editor

The National Junior Angus Association (NJAA) announces Emma Jumper, Paragould, Ark., as the 2014-2015 Angus Ambassador, who will serve a one-year term as a spokesperson for the organization's nearly 6,000 members at cattle industry events across the United States and Canada.

"As the American Angus Association, we are known as the business breed for a purpose," Jumper says. "We lead this country, and the world, in providing one of the most stable and safe food supplies. It's not just about stopping where we are at and being content, it's about growing and keeping on for the future."

Jumper, a junior at Mississippi State University double-majoring in business administration and foreign language, was named the new Angus Ambassador during a competition hosted July 24 at the American Angus Association headquarters in Saint Joseph, Mo. Joining her in the group of top finalists were Esther McCabe, Elk City, Kan., and Will Pohlman, Prairie Grove, Ark.

"The caliber of applicants in our Angus Ambassador program is second-to-none," says Jaclyn Upperman, Association director of events and education. "It's tremendous to see such dedicated and passionate youth who are looking forward to a future promoting our breed and the entire beef industry."

A former National Beef Ambassador, Jumper's involvement in the beef business runs deep. She and her family operate Rock Creek Angus Ranch in northeast Arkansas, where Jumper says she experienced some of her most important life lessons. Today, they service the mid-Southern region with registered herd sires, replacement heifers and show cattle.

"Traveling around my state talking about agriculture and about the Angus industry, especially in the Delta, where I live, is an experience that I greatly value," Jumper says. "So many people know what it's like to see cotton and corn and rice being raised, but they are very unsure what it's like to be a rancher. So, taking that to the next level and being able to do that nationally is very exciting."

► **Right:** Emma Jumper, a junior at Mississippi State University double-majoring in business administration and foreign language, was named the new Angus Ambassador during a competition hosted July 24 at the American Angus Association headquarters in Saint Joseph, Mo.

► **Below:** Joining Jumper in the group of top finalists were Will Pohlman, Prairie Grove, Ark., and Esther McCabe, Elk City, Kan.



To be considered for the Angus Ambassador position, earlier this spring each junior member submitted a cover letter, résumé and two essay responses. The top candidates were invited to the Association, where they each gave a 3- to 5-minute presentation followed by 5 minutes of questions.

Jumper's presentation was titled, "Playing the offense: Operating amid misconceptions in an information-driven

society." She stressed the importance of creating transparency between food production and consumption, and the growing need to share with consumers why farming and ranching is a valued way of life for individuals and families worldwide.

"The beef story is really unique to everyone, and for me, it's about

passion and purpose. Those two things go hand-in-hand," Jumper says. "I'm very passionate about agriculture, and I want the consumer to know that. I encourage my fellow producers to get in there and create these lines of communications with consumers."

Judging this year's competition were John Butler, CEO of Beef Marketing Group; Crystal Albers, director of communications for Angus Productions Inc.; Jason Kenyon, Association director of information systems; Ginette Kurtz, Association director of commercial programs; and John Pfeiffer, Association board director.

Funded by the Angus Foundation, the Angus Ambassador will represent the breed at industry events throughout the United States and Canada, including the Angus Means Business National Convention & Trade Show in Kansas City, Mo.;

a Certified Angus Beef LLC Building Blocks Seminar in Wooster, Ohio; the Cattle Industry Convention and National Cattlemen's Beef Association Trade Show in San Antonio, Texas; the Beef Improvement Federation Annual Research Symposium and Convention in Biloxi, Miss.; and the Guiding Outstanding Angus Leaders Conference in Canada.