

## **CAB Awards Scholarships**

## Scholarships reward future beef industry leaders.

by Morgan Slaven, Certified Angus Beef LLC

advanced degree.

**Graduate honors** 

quality beef production.

implant programs.

scientists.

food prices, and that can sustain beef prices at their

premium to other proteins: "A great way to promote our

farms, to give the public an idea of where their food comes

from." The animal science major and former state junior

Angus association president has livestock judging team

experience and plans to put her Colvin award toward an

will increase beef demand so the challenge is just keeping up with it sustainably. Experiences in Brazil and the Czech

productivity gap by sharing "knowledge, innovation and

Corp in South America, co-owns a 55-head purebred

Angus herd with his brother and currently serves as a

legislative assistant in K-State's Office of the President.

master's degree or doctorate program related to high-

conducted the Beef Checkoff-supported study entitled, "Skeletal muscle differentially influences marbling

development through IGF-I and myostatin pathways in

growing versus finishing beef cattle." Results may be applied

to strategies that enhance marbling development, including

"The outcome of this research project will improve our understanding of the interaction between muscle growth

and marbling development in cattle during growing and

increased beef quality and consumer demand. He plans to

join a university faculty to work on cattle feeding efficiency,

The Colvin Fund selection committee awarded a \$1,000

product quality and safety while educating future animal

discretionary scholarship for exceptional leadership and

outstanding scholastic achievement to Dustin Mohrhauser,

a third-year doctoral student at SDSU who grew up on an

finishing phases," Bernhard said, noting that leads to

technologies." Kays, who wants to try that through the Peace

The Colvin Scholarship Fund began its graduate awards

Bryan Bernhard, a second-year doctoral student at OSU,

in 2012, opening doors to anyone in a recognized, full-time

Republic led him to a passion for helping close the

Reagan Kays, a junior at K-State, said population growth

products would be to show videos in grocery stores of

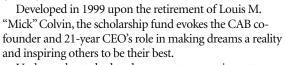


Paige Wallace

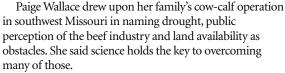
he Certified Angus Beef® (CAB®) brand awarded \$21,000 to seven university students through its Colvin Scholarship Fund, recognizing their leadership and achievement at the community and beef industry levels. Winners of 2013 Colvin Scholarship Awards are as follows:

**Undergraduate awards:** \$5,000 to Paige Wallace, Stotts City, Mo., Oklahoma State University (OSU); \$4,000 to Mollie Lastovica, Fredericksburg, Texas, Texas A&M University; \$3,000 to Malorie Bankhead, Livermore, Calif., California Polytechnic State University (Cal Poly); \$2,000 to Kassandra Pfeiffer, Orlando, Okla., OSU; and \$1,000 to Reagan Kays, Weir, Kan., Kansas State University (K-State).

Graduate awards: \$5,000 to Bryan Bernhard, Stillwater, Okla., OSU; and \$1,000 discretionary award to Dustin Mohrhauser, Hartford, S.D., South Dakota State University (SDSU).



Undergraduates had to demonstrate commitment through the pursuit of a meat science, food science, animal science, marketing, business, communications or related degree, and through activities and curriculum. They were also asked to name the biggest challenges facing the beef industry in the next 10 years, and what can be done to meet



The OSU junior wrote, "As technology increases and farmers continue to strive for success, I am confident in beef production sustainability."

Wallace, an ag communications major, holds broadcasting positions with The Angus Report and Oklahoma Horizon. She said her passion for that field will lead her to explore such career opportunities while raising the show cattle that helped shape her upbringing.

Texas A&M senior Mollie Lastovica cited an "information gap" that can only be filled with education. Even as marketers try to build demand with niche labels, consumers may not understand differences between "organic," "natural" or "grass-fed" without industry efforts. The dual major in ag journalism and political science already does her part with professional roles for the Texas Brangus Association, the International Red Brangus Breeders Association and her family's Lastovica Angus Farm.

Malorie Bankhead sees a connection between faltering consumer trust and beef demand at a 10-year low, and said it is best countered by reaching out to consumers on a personal level. The Cal Poly senior said the key is to "continue telling our beef story." She honed those skills through the National Beef Ambassador program and a CAB internship.

> **Editor's Note:** Morgan Slaven is the spring industry information intern with Certified Angus Beef LLC.

Angus cow-calf operation.





Mollie Lastovica



Malorie Bankhead



Kassandra Pfieffer



Reagan Kays



**Brvan Bernhard** 



American Meat Science Association and holds an International Livestock Congress Travel Fellowship. Mohrhauser's primary research explores the impact of maternal nutrition on calf performance and grade, and he

He directs Midwest student membership for the

also works on the leptin genotype connection to carcass quality and ways to reduce incidence of dark-cutting beef.

As the top scholarship recipients, Wallace and Bernhard won trips to the 2013 CAB Annual Conference Sept. 18-20 in Palm Desert, Calif. There they will interact with leaders throughout the production, packing, retail and foodservice industries.

