

Funding Excellence

Missouri Angus breeder sees the “value”
in NJAA Carcass Steer Contest.

Story & photos by Kelli Armbruster

► Long discusses pedigree information with a potential customer at Briarwood Angus Farm’s Customer Appreciation Days Sale.



With a long-standing commitment to the Angus breed, Curtis and Ann Long of Briarwood Angus Farms of Butler, Mo., have chosen to fund a permanent endowment within the Angus Foundation.

The Longs have always placed significance on the value of pertinent carcass information within the breed, so it is with pleasure that their endowment will permanently support the National Junior

Angus Association (NJAA) Carcass Steer Contest awards at the National Junior Angus Show (NJAS).

Long states that his gift to the Angus Foundation was based on his belief that carcass quality and merit is the true end product. “After all, we have to please our customer, the American consumer,” Long states.

His gift was also based on his commitment to youth education. To obtain money for college, Long hitchhiked from his hometown to Columbia, Mo., where he waited tables, changed tires and attended classes. During summer vacations he worked for his father at Twin City Packing Co.

“Working in a packinghouse taught me the most about the importance of carcass quality,” he states. “At Briarwood Angus Farms our focus has always been on producing reliable and dependable carcass-oriented genetics.”

After receiving a degree in agricultural biochemistry in 1956, Long was accepted



► Curtis and Ann Long, along with Angus Foundation President Milford Jenkins, signs the endowment agreement that will provide funding for generations to come.

and later graduated from the University of Missouri (MU) medical school. He then interned at Kansas City General Hospital. By 1964, he had moved to Butler, Mo., opened a small medical practice and bought his first farm.

"I have been in the registered Angus business since 1963, and every day I'm active in the farming and cattle operations. We are one of the oldest herds in Missouri, and we continue to produce quality genetics for our customers," Long said.

As a result of his commitment to quality, Long has become extremely successful in his careers as a cattle producer and medical doctor. He was a charter member of U.S. Premium Beef (USPB). Long also performed the first laparoscopic surgery in the state of Missouri, developed a new technique for tonsillectomies and for many years delivered about 100 babies per year.

It is the Long's hope that by providing this permanent endowment, Angus youth will become knowledgeable about all segments of the beef industry, not just the show industry.

The 2008 Carcass Steer Contest Awards at the NJAS in Des Moines, Iowa, was the first contest in which the Long's gift was used to provide cash awards to the top 10 entries as well as \$50 awards to all other qualifying entries. All carcasses that met *Certified Angus Beef*® (CAB®) standards received an additional 25% in premiums.

Ethan McCabe of Elk City, Kan., owned the 2008 grand champion carcass steer. McCabe says he plans to use the premium money he received from the Long's endowment to help pay for college.

"I feel that my education has allowed me to be successful in my enterprises," Long states. "Having gone through these difficult times, I understand that my good fortune might be able to provide some of these younger people with the resources necessary to get an education."

"We are extremely grateful to Dr. Curtis and Ann Long for their generous donation and commend their dedication to supporting the next generation of Angus breeders through this endowment fund that will carry their legacy in the Angus breed," says Milford Jenkins, Angus Foundation president.

It is the Long's hope that their \$100,000 gift will inspire other Angus breeders to support Vision of Value: Campaign for Angus, the Angus Foundation's first capital campaign, which aims to raise \$11 million by Dec. 31, 2011. Programs being conducted by the Angus Foundation, the not-for-profit affiliate of the American Angus Association that was established in 1980, support education, youth and research programs in the Angus breed.



► **Above and left:** A medical doctor for more than 40 years, Long still practices medicine and takes an active role in the day-to-day activities of Briarwood Angus Farm.

► **Below:** On hand to present the Carcass Steer Contest Awards at the NJAS in Des Moines, Iowa, in July 2008, Long, along with Jenkins, poses with the exhibitors of the grand and reserve grand champion carcass steers.



"I wanted to help the future young people that would be the backbone of the American Angus Association," Long says. "They will be the future of the industry."

For more information about endowment opportunities within the Angus Foundation,

or for information about Vision of Value: Campaign for Angus, contact Angus Foundation President Milford Jenkins at 816-383-5100 or visit www.angusfoundation.org.

