



Next Generation

► Postcard from an NJAA director and state spotlights. Compiled by Kasey Miller.

Tell your agriculture story in every setting

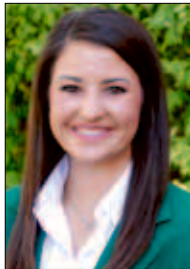
This summer I got the opportunity to participate in a Walmart Stores Inc. 12-week internship program. Even though the specific internship I received in the Merchandising Department did not specifically mention anything about agriculture or farming in the job description, I quickly realized how agriculture plays a part of every single facet of life. As an intern, I had the chance to listen to the CEO and president of Walmart speak, in which he greatly emphasized Walmart's new global and sustainable agriculture goals.

Walmart and agriculture

"More than 1 billion people around the world rely on farming, and hundreds of millions of them live on less than \$2 a day," said Mike Duke, Walmart president and CEO. "Globally, with a booming population, food production must increase roughly 70% to feed 9 billion people in 2050."

Duke continued, "Through sustainable agriculture, Walmart is uniquely positioned to make a positive difference in food production — for farmers, communities and customers. Our efforts will help increase farmer incomes, lead to more efficient use of pesticides, fertilizer and water, and provide fresher produce for our customers."

It was neat to see a company with such power take on this initiative of helping farmers and local communities.



Jacy Alsup

On the other hand, my summer made me realize even further the misconceptions with which the agriculture industry is dealing. A new group, similar to People for the Ethical Treatment of Animals (PETA) and Humane Society of the United States (HSUS), called Mercy For Animals (MFA) was a hot topic the few short months I was with Walmart. This group put Walmart in the hot seat with claims that the company buys pork from alleged animal abusers and received almost 30,000 signatures on their petition against Walmart in the first two days. The group's goal is to pressure Walmart and any other grocery store into discontinuing business with any pork supplier that uses gestation stalls. Mercy For Animals also claimed that it would bring an inflatable pig with sores in a gestation stall to Walmart's headquarters in Bentonville, Ark.

Share your knowledge

I used this opportunity to share my knowledge and agriculture background with my coworkers and eventually was able to

speaking with a few executives on this issue. I assured my co-workers that farmers use best management practices and are good stewards of the land and our natural resources.

When choosing your career path or an internship, you might not directly be going into an agriculture field, but make this an opportunity to advocate for what you believe in. As a doctor, physical therapist, banker, etc., you have a chance to tell your story to your customers, co-workers and everyone else around you. As producers, we have to remember that it is so easy for the public to be swayed by exaggerated or false information provided to the media by PETA, HSUS or this new group putting pressure on Walmart. This is why it is so important that we, as proud agriculturists, tell our story in order to regain the public's trust in our food industry and put a positive light on agriculture. Make it a goal to be an advocate for this industry in your daily life, whether you are a student, raise Angus cattle or have a career in a nonagricultural field.

— Jacy Alsup, Arkansas

Yamaha-ACT 2012-2013 scholarship program now accepting applications

Yamaha Motor Corp. U.S.A., is now accepting applications for the 2012-2013 scholarship program that provides financial assistance to members of the National Agricultural Communicators of Tomorrow (ACT). ACT is a national college student association with more than 350 members located on 17 college and university campuses across the country. ACT's mission

► South Dakota Stockgrowers Ass'n Convention & Trade Show, Rapid City, Sept. 21-23



► Amanda Kammerer (center), Rapid City, was awarded the Guy E. Ham Beef Industry Scholarship by Shane Kolb, Stockgrowers president, and Maxine Ham-Fritsche.

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of fostering professional development is at the core of the Yamaha-ACT Scholarship Program, now in its fifth year.

The Yamaha-ACT Scholarship Program is broken out into two individual student scholarships and one chapter scholarship. All three awards are aimed at helping students attend the annual Agricultural Media Summit (AMS), which is the largest gathering of ag media professionals in the country and is the ACT students' primary career development networking opportunity each year. The conference is hosted by the American Agricultural Editors' Association (AAEA), the Livestock Publications Council (LPC) and the American Business Media Agriculture Council — potentially future employers and colleagues of the students.

"Yamaha congratulates the past winners of these scholarships, and looks forward to working with more students in the coming year," said Steve Nessler, Yamaha's ATV/SXS marketing manager. "Yamaha's goals for this program are to support ag students while spreading the message of safe, responsible use of farm equipment — particularly ATV and Side-by-Side vehicles."

Applications are judged based on merit, need and quality of submission materials by a review committee consisting of Yamaha representatives and members of the AAEA and the LPC. The 2012-2013 application process will run through the end of March 2013, and winners will be announced in late April. More information and guidelines, along with the application form, will be posted online at www.nactnow.org.

Accelerated genetics seeking summer intern candidates

Now is the time to apply for one of Accelerated Genetics' 2013 summer internships. Accelerated Genetics has three internships available in the areas of communications, genetics and sales.

Accelerated Genetics internships provide an excellent opportunity to work hands-on within the artificial insemination (AI) industry gaining experience to prepare for a future career. Applications for these internships are due Nov. 15, 2012.

To apply for Accelerated Genetics' internships, candidates should send a cover letter and résumé to hr@accelgen.com or Accelerated Genetics, Attn: Human Resources, E. 10890 Penny Lane, Baraboo, WI 53913. For questions, please call 1-800-451-9275.

Marketing communications intern: The

► Texas Jr. Angus Ass'n State Show, Belton, June 9-10



► **Robert Dolson** (right), Hico, receives his Bronze and Silver awards from Radale Tiner, American Angus Ass'n regional manager.



► **Madellyne Adams** (left), Brownwood, won the newcomer award. Pictured presenting the award is Tylee Jo Williams.

marketing communications intern is based at the Accelerated Genetics administrative headquarters in Baraboo, Wis. In this position, the intern will be responsible for a variety of projects within the areas of public relations, written communications, print advertising, social media and web; as well as receive a broad range of experience with all Accelerated Genetics' programs and services.

The intern will be responsible for interviewing customers and writing feature articles for the company newsletter, as well as writing general news releases. In addition, the intern will represent Accelerated Genetics at numerous functions throughout the summer, including conventions, shows and producer activities. Other duties include taking photographs and video, developing and designing brochures and ads, assisting with social media programs, and working on the company website.

Besides having an understanding of the dairy and beef industries, a successful candidate should be proficient in both written and oral communication and have some experience with desktop publishing software (i.e., InDesign and Photoshop). Training will be given in all areas.

Sales and service intern: As a sales and service intern, individuals will develop skills in artificial insemination, learn about reproductive services such as estrous synchronization programs, as well as receive a broad range of experience in all sales division positions and Accelerated Genetics' programs and services.

These interns will provide relief service for assigned AI Technicians, conduct market penetration studies and assist with retail sales routes. Other responsibilities will include assisting with sire and progeny photography and representing Accelerated Genetics at various events during the summer.

A successful candidate should have an understanding of the dairy and beef industries. Experience with cattle is required.

Interns will be trained in AI breeding and sales. Previous experience is advantageous, but not required.

Genetic services intern:

The genetic services intern will assist with photography efforts of dairy sires and progeny, which include clipping and preparing the cattle. The intern will also assist in hosting tours for international and domestic tour groups, as well as receive a broad range of experience with the company's programs and services. Besides having a good understanding of the

dairy industry, successful candidates should have experience with dairy cattle, knowledge of dairy genetics, and the ability to judge and fit dairy cattle. Additionally, good communication and computer skills are important.

Accelerated Genetics is a global provider of bovine genetics and research, reproductive services, and solution-based animal health products. With a focus on People, Products and Pride, the Accelerated Genetics vision is to be the producer's trusted first choice.

SD Stockgrowers and CattleWomen award \$1,000 scholarship

The South Dakota Stockgrowers Association (SDSA) and the South Dakota CattleWomen (SDCW) awarded the Guy E. Ham Beef Industry Scholarship to **Amanda Kammerer** during their convention Sept. 22.

Amanda is the daughter of Matt and April Kammerer of Rapid City. She graduated from Rapid City Central High School in 2011 and is now attending South Dakota State University (SDSU) in Brookings studying animal science. Amanda's goal is to complete her undergraduate degree at SDSU and pursue a degree in veterinary medicine. She plans to be a large animal veterinarian serving rural South Dakota.

Stockgrowers President Shane Kolb presented Amanda with the \$1,000 scholarship.

The Guy E. Ham Beef Industry Scholarship was endowed to the SDSA and the SDCW in memory of Guy Ham. Ham had a deep commitment to the education of young leaders in agriculture and was a strong advocate for higher education in agriculture. More information about the scholarship can be found by visiting www.southdakotastockgrowers.com.



Editor's Note: This column is compiled by Associate Editor Kasey Miller. To submit your "Next Generation" item, email kaseymiller@angusjournal.com or call 816-383-5277.