



Next Generation

► Postcard from an NJAA director and state spotlights

Marketing through education

As a first-generation Angus producer I know all too well the value of education. Without the help of programs offered by both the National Junior Angus Association (NJAA) and the American Angus Association, I definitely could not be where I am today.

However, young Angus enthusiasts are not the only ones who can benefit from educational programs. In fact, those who are most in need of our education are those not just seeking to make a profit from producing Angus cattle, but those who make a living producing cattle destined for the commodity market.



Robert Myers

It is my opinion that the most important aspect of our roles as producers is to educate. We certainly must focus on ourselves and our youth, as they are the ones who will one day ultimately lead our breed to even greater heights. We must also focus on educating our customers and consumers.

Education is a point that has been almost beaten to death these past few months. Any beef-production-oriented

magazine has almost certainly contained an article asking us to help educate the inner-city dweller who swore off beef because some group said it was bad. While this is an admirable and clearly necessary task, we must remind another group of the value of Angus cattle — the commercial cowman. No longer can we passively sit by and rely on someone else to promote the genetic merit of our seedstock; for to do so would ensure that some other breed will pounce on the opportunity to take the market share that Angus cattle currently command. As producers, we have a new responsibility, on top of our current load. Not only must we raise and produce quality animals and tend to the daily chores associated with

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that, but we must also educate those who benefit from our work.

The American Angus Association has a variety of programs, from expected progeny differences (EPDs) to age and source verification, and many more that contain a wealth of information. It is our responsibility to ensure that this information reaches the right hands. We must not only market our cattle, but make sure our customers understand the value of using Angus cattle. Certainly we understand that calves with verifiable Angus parentage are worth a premium at the sale barn, but do commercial cattlemen who drive the demand for our genetics? Do those same

producers, or even we ourselves, understand the true value of the registration paper that accompanies our cattle isn't just the pedigree reported on it, but instead the incredible amount of data available with it? Do they know this data helps guarantee the cattle that we raise will be more profitable than their competitors, free of the ability to produce calves with known genetic defects and able to produce calves that can be sold in any market for a premium price, be that market domestic or foreign?

I urge you to take a moment the next time your bull buyer comes out to look over your pens to remind them of everything this breed has to offer. Remind them and everyone you deal with of the value of our cattle. The data we have at our fingertips may not be nearly as tangible as the cattle in our pens, but it is every bit as valuable. If we continue to market on an individual basis, not just the calves we raise but the registration paper behind them and everything it stands for and do so by educating our customers, I am confident that the Angus breed's reign at the top will continue to be a very long and very prosperous one for all of us, seedstock producer, commercial cowman, and feedlot operator alike.

— Robert Myers, Oregon

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Visit the NJAA web site at www.njaa.info.



▶ **Indiana Angus Ass'n Annual Meeting, Indianapolis, Dec. 29**

▶ Indiana Jr. Angus Ass'n board members are (from left) **Katelyn Wilson**, Orleans, president; **Kyrsten Retherford**, Indianapolis, second vice president; **Carol Jeffries**, Rockville, third vice president; **Lauren Jernas**, Knox, secretary; **Robbie Dragani**, Plymouth, treasurer; **Krisha Retherford**, Indianapolis; **Madison Butler**, Vincennes; **Kade Patton**, Frankfort; and Stephen Patton, Frankfort, advisor.



PHOTOS COURTESY AMERICAN ANGUS ASSOCIATION



▶ Indiana Angus royalty are (from left) **Carol Jeffries**, Rockville, queen; and **Madison Butler**, Vincennes, princess.



▶ **Kade Patton**, Frankfort, won the grand champion female, grand champion steer and champion intermediate showmanship awards earlier at the Indiana State Fair Show.



▶ **Jacob Saunders**, Cloverdale, received the Indiana Angus Auxiliary Scholarship Award.



▶ **Kade Patton** (center), Frankfort, won the Jim Singleton Show Heifer of the Year Award. The heifer was SK Patton Polly 814 sired by LaGrand Easy Upgrade 4223. Also pictured are Stephen Patton (left) and Karson Patton.

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▶ Pennsylvania Angus Ass'n Annual Meeting and Banquet, Jan. 10, Grantville

▶ Pennsylvania Angus royalty are (seated, from left) **Kate Livingston**, Dover, princess; **Katrina Frey**, Quarryville, 2009 queen; **Hannah Grim**, East Berlin, 2010 queen; and **Lindsay Upperman**, Chambersburg, princess; sweethearts are (standing, from left) **Shelby Dean**, New Castle; **Rachel McKean**, Mercer; and **Amanda Cole**, Bentleyville.



▶ **Hannah Grim**, East Berlin, was crowned the Pennsylvania Angus queen.



▶ **Kyle Livingston** (right), Dover, receives the 2009 Outstanding Boy Award from Fritz Frey, advisor.



▶ **Hannah Grim**, East Berlin, receives the first two levels of the NJAA Recognition Program, the Bronze and Silver awards, from David Mullins, regional manager of the American Angus Ass'n.

Pennsylvania Farm Show Scholarship Foundation Awards \$80,500 to 23 Students

The Pennsylvania Farm Show Scholarship Foundation presented 23 students with \$3,500 scholarships on Tuesday, Jan. 12, at the 2010 Pennsylvania Farm Show in Harrisburg.

Agriculture Secretary Russell Redding presented the scholarship awards, recognizing the integral contributions youth make in keeping Pennsylvania growing.

"I can't help but be optimistic about the direction the Pennsylvania agriculture industry can and will take with these outstanding young men and women leading the way," Redding said. "These scholarships are not only an investment in their education, but an investment in the future of the commonwealth's Number one industry."

The Foundation has awarded \$804,500 to 319 junior Farm Show exhibitors since the program began in 1993. In addition, Delaware Valley College provides matching grants, and, in 2010, Penn State offers \$2,000 to full-time College of Agricultural Sciences students.

The 2010 scholarship recipients are:

- ▶ Constance Anderson, Saltsburg
- ▶ Stephanie Beeman, Carlisle
- ▶ Katie Costik, Middletown
- ▶ Sarah Doyle, Red Lion
- ▶ Sarah Farley, Hazle Township
- ▶ Bradley Feight, Breezewood
- ▶ Lianna Fisher, Bethel
- ▶ Ashley Gerstlauer, Philadelphia
- ▶ Jeremy Harriger, Brookville
- ▶ Andrew Hughes, Lancaster
- ▶ Caralynn Jo Hyduke, Export
- ▶ Ester McCrea, Philadelphia
- ▶ Chad Menges, Hanover
- ▶ Amanda Miller, Northern Cambria
- ▶ Jeremy Mock, Williamsburg
- ▶ **Ryan Nolt, New Holland**
- ▶ Emily Plizak, Philadelphia
- ▶ Carl Rudy, Halifax
- ▶ **Jennifer Shultz, Dillsburg**
- ▶ Kelsie Smith, Fairhope
- ▶ **Amanda Thompson, Wellsville**
- ▶ Cortney Wright, Cassville
- ▶ Kyle Wright, Middletown

