



Next Generation

► Postcard from an NJAA director and state spotlights. Compiled by Linda Robbins.

Spreading the word

Advocacy. It's an idea that is spreading like wildfire through the agriculture community; one we are probably all familiar with, and one we hope will help bridge the divide between the producers and consumers of America's food. The importance of telling your story and educating your community in order to help keep American agriculture and the beef industry alive is undisputed. The continuance of our way of life is in our hands, and communicating the need for its viability is one thing that we can all do to ensure its future.

A few how to's

How do you "tell your story," though? Social media has become a great tool for communicating our way of life with the masses. Post a blog — Share a link — Tweet! These are all great ways to let the world



JanLee Rowlett

know more about our livelihoods and ease consumers' concerns that the food on their table is not a result of "factory farming."

There are some things to consider before you hit "Enter," though.

Remember that people like facts. Statistics stand out, so give them some numbers. It's hard to argue with proof. Also, show them you care. In general, farmers and ranchers are not the most emotional crowd, but if we let them in on what this industry really means to our families and our futures, they will understand how they can help keep it alive.

Try not to relate your success back

to dollar signs. Giving consumers the impression that farmers and ranchers are in this for the financial stability would not be truthful or beneficial. Tell them why we really do what we do. "We care for our animals and our land because we care for you. We are invested in the future of this industry and this world. That is the legacy we have been left with and hope to carry on."

Finally, a great way to invite them to learn more is to share resources that will give them the right information. Websites like www.beef.org, networks like RFD-TV, and publications like the *Angus Journal* provide a great variety of information that consumers can use to learn more about the way of life of an American farmer or rancher.

Next time the opportunity presents itself, stand up for agriculture, stand up for the beef industry, and stand up for Angus. Only we can tell the true story of American food production.

Some facts to share

Here are some facts from the Beef

Checkoff to make you a more effective "Advocate":

- Less than 1% of the U.S. population raises the food that feeds people here and abroad.
- The government requires about 75 different studies demonstrating an antibiotic's safety before it can be approved for use in cattle.
- Beef is a source of 10 essential nutrients.
- Hamburgers should be cooked to an internal temperature of 160° F to ensure they are safe for your family.

— JanLee Rowlett, Tennessee

Washington juniors to benefit

A flush of "Sitz Fanny 3877" has been donated by Crouthamel Cattle Co., Touchet, Wash., and Camas Prairie Angus Ranch, Grangeville, Idaho. The 1997 daughter of GDAR Traveler 044 records expected progeny differences (EPDs) of BW +3.3, WW +37, YW +76, MILK +21 and has been a star of their donor program. Her progeny records include a 102 weaning weight ratio on eight head and a 105 yearling ratio on six head. The buyer will be able to flush this great donor immediately to the bull of their choice. DNA Embryo Transfers of Deer Park, Wash., will donate their services to produce and conduct the flush procedure.

The proceeds from this flush will be divided between the individuals who exhibit cattle or participate in any contest at the 2012 National Junior Angus Show (NJAS). Individuals must be junior members residing in the state of Washington, or out-of-state junior members who purchase animals in the 2011 Evergreen Exclusive Angus Sale. These animals must be the animals exhibited.

This donation flush will be sold to the highest bidder(s) by auction as part of the Evergreen Exclusive Angus Sale scheduled for Oct. 8 at the Benton-Franklin County Fairgrounds in Kennewick, Wash. Information and sale books may be requested by contacting Kendall Cattle Sales of Potlatch, Idaho, at 208-858-2163 or kendall@potlatch.com.

Paige Wallace to co-host RFD-TV program

Miss American Angus Paige Wallace,

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NJAA ON FACEBOOK:
<http://on.fb.me/p2sldu>

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

Stotts City, Mo., may end her reign in the showing this November, but she'll remain the face of the Angus industry as co-host of *The Angus Report*.

The 30-minute news program debuted Sept. 5 on RFD-TV, and will air every Monday at 7:30 a.m. Central and Saturday afternoons at 1:30 p.m. Central.

The program is geared specifically for cattle producers, and will offer busy cattlemen and women the opportunity to quickly catch up on important industry issues and American Angus Association news.

Wallace and co-host Bob Cervera will deliver the following regularly scheduled segments:

- ▶ **Industry News** — The week's top stories pertinent to America's cattlemen and cattlemen.
- ▶ **Supplying the Brand** — Information developed by the Certified Angus Beef LLC (CAB) Supply Development team on how producers can improve quality and competitiveness.
- ▶ **CattleFax Market Update** — A weekly market summary from the nation's leading source for information on the beef industry.
- ▶ **Practical Applications** — Helpful tips and advice for seedstock and commercial producers on how to use technology and genetic evaluation tools.
- ▶ **Around the Angus World** — The latest updates on noteworthy Angus and industry events, meetings and milestones.
- ▶ **Taste the Difference** — Innovative ways to prepare *Certified Angus Beef*® with CAB Chef Michael Ollier and Amy Tobin, host of *Amy's Table*.
- ▶ **Horizons** — A look at the people who raise and depend upon quality Angus genetics and great-tasting Angus beef.

State Angus associations, publications, breeders and others looking for website content are encouraged to post segments of *The Angus Report* on their websites. Videos will be updated regularly at www.angus.org and through the Association's Facebook and Twitter pages.

RFD-TV is distributed by more than 625 cable operators, and can be found on DirecTV channel 345 and Dish Network channel 231. Check local listings for more information.

2011 Superior Young Beef Producer Award winners announced

Angus junior members **Michael Ring**, Oregon; **Ashley McEwen**, Bushnell; and

Ben Kiner, Mendota, were among the five top youth scholarship winners at the 2011 Illinois Superior Young Beef Producers Award Contest that took place Aug. 10 in conjunction with the Illinois State Fair. Twenty 4-H and FFA members from across Illinois competed in the three-phase competition challenging their knowledge of beef production.

Five \$1,000 scholarships were presented to the highest-scoring individuals overall. The contest is sponsored by Archer Daniels Midland of Decatur and the Illinois State Fair. The Land of Lincoln Purebred Livestock Breeders Association supplies the individual plaques presented to the scholarship and phase winners.

In the beef management test, Ring, Wade Culver and McEwen sorted themselves to the top and received plaques for their achievements. In the skill-a-thon phase, Ring, Kiner and Seeley Sayre took home the highest honors. In the judging competition, Sayre, McEwen and Eric McClure of Saint Francisville made up the top three.

This year marked the 15th consecutive year for the Superior Young Beef Producers Contest, which has provided participating youth the opportunity to compete for \$80,000 in college scholarships since its inception. The purpose of the contest is to create an educational activity that promotes youth development, career development and personal growth through increased knowledge of the beef industry.

Seeley Sayre of Arenzville and Kendall Shimmin of Roseville rounded out the top five winners.

Toyota launches program to benefit FFA chapters statewide

For the fourth year, Toyota will donate a new Tundra to World Ag Expo's FFA Toyota Tundra Giveaway. Toyota and California FFA chapters are working together with World Ag Expo to support FFA programs in schools throughout California. Tickets are available from FFA members for a suggested donation of \$5.

The drawing will take place on the final day of World Ag Expo, Thursday, Feb. 16, at the Toyota exhibit area. All proceeds from the giveaway will go directly to benefit California FFA and its chapters. The \$30,000 grand prize truck, donated by the Central Valley Toyota dealers, will be given to the winner in April at the State FFA Convention in Fresno, Calif.

In addition to donating a truck for the FFA fundraiser, Toyota will have a full presence as the official truck at the 2012 World Ag Expo, which runs Feb. 14-16 at the International Agri-Center in Tulare, Calif. Since 2008, the company's full-sized Tundra

has been the official truck of the International Agri-Center.

Tickets are available for a suggested donation of \$5 each from participating FFA members, online at www.WorldAgExpo.com or at ticket gates during World Ag Expo.

Yamaha-ACT Scholarship Program Now Accepting Applications

Yamaha Motor Corp. U.S.A. is now accepting applications for the 2011-2012 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 of fostering professional development is at the core of the Yamaha-ACT Scholarship Program, now in its fourth 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 Agri-Council — potentially future employers and colleagues of the students.

For the 2010-2011 program, the University of Florida received Yamaha's chapter award for the third year in a row, while Janell Baum of the University of Illinois and R. Bruce Sargent of the University of Guelph earned the individual scholarships. The University of Florida's award helped cover costs in bringing four students to the 2011 AMS in New Orleans this year, while the individual scholarships covered all travel and accommodations costs, plus more, for both Baum and Sargent. The 2012 AMS will be in Albuquerque, N.M., Aug. 4-6.

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 2011-2012 application process will run through the end of March, and winners will be announced in late April 2012. More information and guidelines, along with the application form, can be found online at www.nactnow.org.

