

Angus Reps Participate

Coffey, Stannard attended 2010 Young Cattlemen's Conference.

Story by **Mike Deering**; photos by **Shelia Stannard**

James Coffey, a fifth-generation Angus producer, and Shelia Stannard, director of activities and events for the American Angus Association, were two of the nearly 50 young beef industry advocates selected to participate in the National Cattlemen's Beef Association (NCBA) 31st Annual Young Cattlemen's Conference (YCC).

The Angus Foundation each year sponsors an Association member to attend YCC as a part of its mission to support education, youth and research. The Association sponsors a staff member's attendance to the YCC

program, which is a comprehensive, nationwide tour of beef industry sectors, created to enhance leadership skills of young cattle producers.

"YCC is a prestigious and competitive program designed to foster the future leadership of our industry," says Forrest Roberts, CEO of NCBA. "The participants selected to attend YCC were chosen because of their exceptional contributions to the beef industry and their potential to be a strong voice in our future development. I look forward to seeing James take an increased

leadership role within NCBA and the beef industry. I am also excited to have Shelia and all of the representatives of the American Angus Association as partners of NCBA. They are undoubtedly an organization that represents their producers extremely well."

Coffey farms in partnership with his parents and grandparents at the family operation. Branch View Angus is home to 350 registered and commercial Angus cows, heifers and bulls. The family farm relies on cattle for the primary source of income. Coffey is actively involved in industry organizations including the Kentucky Angus Association, Central Kentucky Angus Sales; Lincoln County Cattlemen's Association;



► YCC participants visited JBS Five Rivers Cattle Feeding's Kuner Feedlot near Greeley, where they learned about the feeding industry by touring the cattle pens and the grain-processing facility.



► **Above:** Mark Duffell welcomed the 31st class of YCC participants to Whitestone Farms for a tour and an evening dinner. Whitestone Farms was the only seedstock operation on the tour. It hosts the group annually.



► After a day of touring the JBS Beef Plant and Feedyard, JBS executives grilled cuts used primarily in foreign markets, such as the tongue pictured here, for the group to try.



► **Below:** Dave Mullins, Association regional manager, also welcomed the group to Whitestone Farms, giving a brief overview of the Association and telling about the *Certified Angus Beef*® (CAB®) steaks participants were about to enjoy.

ate in Elite Conference

Kentucky Cattlemen's Association; and the American Angus Association. He said YCC was an opportunity to learn more about the issues facing the beef industry in order to be a better advocate back home.

"This was a tremendous opportunity to learn every aspect of the beef production chain," said Coffey, who was to provide a full report of the event to the American Angus Association Board of Directors at its September meeting in Saint Joseph, Mo. "I feel more prepared to address the challenges facing our industry after having gone through this program."

Stannard, who organizes and conducts American Angus Association-sponsored educational and leadership events, focuses a large part of her efforts on working directly with U.S. Angus producers to equip them to serve as leaders in the cattle industry. She recently completed nine years on the advisory board to the National Junior Angus Association (NJAA) Board of Directors and was inducted into the Honorary Angus Foundation in 2008. She said the YCC was an all around "win-win" for participants and the entire cattle industry.

"It is really important for the participants to see the range of beef production — from a cow-calf ranch to a feedlot and a processing plant," Stannard said. "It drives home the point that our industry, though composed of many sectors, is ultimately interconnected in our efforts to produce wholesome and nutritious beef."

The eight-day tour began at NCBA headquarters in Denver, Colo., where



Shelia Stannard



James Coffey

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participants were given an organizational overview of NCBA and the Beef Checkoff Program. While in Denver, the group also heard from representatives of Cattle-Fax and the U.S. Meat Export Federation (USMEF). They toured a new Safeway retail store and learned about Rancher's Reserve brand beef marketing efforts. The group spent a day in Greeley, Colo., visiting JBS feedyards and processing facilities.

In Chicago, the group met with the senior management of the Chicago Mercantile Exchange (CME) at the Chicago Board of Trade. They had the chance to watch the activity on the floor and witness futures trading firsthand. Participants also visited The OSI Group, a family-owned company providing quality products and custom solutions for the food industry since 1909. This tour offered a view of how boxed beef is turned into custom order portions for both major restaurant chains and some of the nation's top steak houses.

The group then traveled to Washington, D.C., where participants were greeted at a reception hosted by John Deere. The

following morning, the group received an issues briefing from NCBA's government relations staff about policy issues currently facing the cattle industry.

Later in the day, these future leaders were given the opportunity to visit one-on-one with members of their state's Congressional delegation, expressing their viewpoints regarding the beef industry and their cattle operations. During their Congressional visits, participants focused on issues like animal welfare, the safe use of antibiotics, climate change and food safety legislation.

The group then traveled to Aldie, Va., for a tour and barbecue at Whitestone Farms.

For more information on the NCBA Young Cattlemen's Conference or to nominate someone for next year's tour, contact your state cattlemen's association or Marvin Kokes at 303-850-3339 or mkokes@beef.org.

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Editor's Note: This article is adapted from a news release provided by the National Cattlemen's Beef Association.



► "The Angus Family" was just one of the items in the PAC Auction at Whitestone Farms that raised more than \$40,000. Individuals and organizations like the American Angus Association donated items that were sold at live auction, and the YCC class generously donated to help ensure the visibility of the beef industry on Capitol Hill.

Foundation to sponsor YCC participant

The Angus Foundation will again nominate and sponsor an Association member between the ages of 25 and 50 to attend the 2011 YCC.

Sponsorship and program nomination is granted to an active Association and NCBA member using an application process. Applications for the conference will be available Oct. 1 at www.angusfoundation.org, and should be returned to the Angus Foundation no later than Jan. 8, 2011. Learn more about the YCC and the program's educational and networking opportunities at www.beefusa.org.