

YCC Recognizes Leaders



► Katy Kemp joined more than 50 cattle producers in attending the 2015 Young Cattlemen's Conference, which concluded in Washington, D.C., with visits on Capitol Hill.

Katy Kemp, Texas, represents the Angus breed during 2015 Young Cattlemen's Conference.

by *Carrie Horsley, Angus Foundation*

More than 50 cattle producers from across the country and across the industry participated in the National Cattlemen's Beef Association's (NCBA) 2015 Young Cattlemen's Conference (YCC). Representing the Angus Foundation and American Angus Association was Katy Kemp of Bridgeport, Texas.

"The 10-day journey was fast-paced and daunting at times, but I am incredibly blessed and honored to have been selected to attend on behalf of the Angus Foundation," Kemp says. "There is a reason YCC is going on its 36th year and continues to grow in alumni. It's simply the premier event for

young cattlemen who want to help serve the future of our great industry."

Kemp is completing her master's degree in agricultural communications at Oklahoma State University. She grew up active in the American Angus Association and partners with her dad and brother in the family's registered-Angus herd.

A graduate of Texas A&M University, Katy earned her bachelor's degree in animal science. Prior to returning to graduate school, she worked as the beef marketing specialist for ABS Global Inc., and she still

works with ABS independently, managing the marketing,

advertising and communications while completing her research. She also writes as a beef industry intern for Certified Angus Beef LLC (CAB).

According to NCBA, the aim of the YCC program is to give these young leaders an understanding of all aspects of the beef industry, from grass to plate, and showcase issues management, research, education and marketing. Beginning in Colorado, the group got an inside look at many of the issues affecting the beef industry and the work being done on both the state and national level to address these issues on behalf of our membership. While in Denver, CattleFax provided a comprehensive overview of the current cattle market and emerging trends. At Safeway, the participants received a firsthand account of the retail perspective of the beef business and then toured the JBS Five Rivers' Kuner feedyard, one of the largest in the nation, and the JBS Greeley packing and processing plant.

From Denver, the group traveled to Chicago where they were able to visit the Chicago Board of Trade, learning about risk-management and mitigation tools available to the cattle industry. In Chicago, they also visited McDonald's Campus and OSI, one of the nation's premier beef patty producers. After the brief stop in Chicago, the group concluded its trip in Washington, D.C., for an issue briefing on current policy priorities, including trade and country-of-origin labeling (COOL) and ample opportunity to visit with their congressional representatives.

With the beef industry changing rapidly, identifying and educating leaders has never been so important. As a grassroots trade association representing the beef industry, the NCBA is proud to play a role in that process and its future success. More than 1,000 cattlemen and women have graduated from the YCC program since its inception in 1980. Many of these alumni have gone on to serve in state and national committees, councils and boards.

Each year, the Angus Foundation sponsors one individual member to attend NCBA's YCC. That person is selected through an application process. Learn more at www.angusfoundation.org.



Editor's Note: *Carrie Horsley is director of marketing and public relations for the Angus Foundation.*

