

# Boots on

Angus represented at beef industry and policy conference.

Julie Ellingson, fourth-generation Angus breeder from Saint Anthony, N.D., and Kara Lee, supply programs manager at Certified Angus Beef LLC (CAB), were two of more than 60 young cattlemen and women selected to participate in the National Cattlemen's Beef Association (NCBA) 35th Young Cattlemen's Conference (YCC). Ellingson was sponsored by the Angus Foundation and Lee was sponsored by the American Angus Association. The YCC program is a comprehensive nationwide tour of beef industry sectors created to enhance leadership skills in young beef industry professionals.

"YCC is a prestigious and competitive program designed to foster the future leadership of our industry," said Forrest

Roberts, NCBA CEO. "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 them take an increased leadership role within NCBA and the beef industry."

The eight-day tour began at NCBA headquarters in Denver, Colo., where participants were given an organizational overview of NCBA and the Beef Checkoff Program. While in Denver, the group also heard from representatives of CattleFax and the U.S. Meat Export Federation (USMEF). They toured a Safeway retail store and learned about Rancher's Reserve brand beef marketing efforts. The group spent a day



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► Kara Lee, supply programs manager at CAB, was sponsored by the American Angus Association.

# the Hill



in Greeley, Colo., visiting JBS Five Rivers feedyards and processing facilities.

In Chicago, the group met with the senior management of the Chicago Mercantile Exchange at the Chicago Board of Trade. They had the chance to watch the activity on the trading floor and witness futures trading firsthand. Participants also visited Otto & Sons Industries, 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 steakhouses.

The group then traveled to Washington, D.C., where participants received an issues briefing from NCBA's government affairs staff about policy issues currently facing the cattle industry. The group then traveled to Aldie, Va., for a tour and barbecue at Whitestone Farms, one of the nation's elite purebred Angus operations.

The next day, these young cattlemen and women 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 including international trade, federal lands ranching and overreaching regulations proposed by the Environmental Protection Agency. They finished the day with a reception hosted by John Deere at the company's Washington office.

## Julie Ellingson

Ellingson and husband Chad, along with

their children — Stetson, Jameson, Sierra, Medora, and Sheridan — operate Ellingson Angus on the ranch where Julie was raised. The family hosts an annual production sale in February and takes pride in helping its customers market their feeder calves and replacement females.

Ellingson has served as the executive vice president of the North Dakota Stockmen's Association (NDSA), an NCBA state affiliate, since 2009. Her responsibilities include work as the organization's chief executive and financial officer, spokesperson and lobbyist. Before assuming that role, she was the NDSA's communications director.

"YCC is an excellent opportunity to network with other young industry professionals while learning about the opportunities and challenges that beef producers across the country face daily," said Ellingson.

Ellingson is a graduate of Bismarck State College and North Dakota State University, where she studied mass communications and general agriculture.

## Kara Lee

Lee grew up in southern Indiana on her family's registered- and commercial-Angus operation. She and her husband, Brian, reside near his family farm in northeast Kansas with a focus on cattle, crop and hay production. Her interest in her meat science classes at the University of Kentucky, where she graduated,

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led to a career in marketing with Certified Angus Beef LLC.

In her current role, she is involved with education and marketing for the brand's cattlemen partners. A special portion of her

work is also dedicated to educating restaurateurs and retailers about the beef community that stands behind the *Certified Angus Beef*® (CAB®) brand through hands-on farm and ranch experiences.

"It is important for young producers to understand and see each sector of the beef industry — from pasture to plate,"

said Lee. "Traveling from a cow-calf ranch to a feedlot and processing plant really drives home the point that our industry is composed of many sectors, which are all committed to produce a healthy end product."

For more information on the YCC program 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](mailto:mkokes@beef.org).



**Editor's Note:** Compiled from releases provided by the NCBA.