

Missouri Juniors Complete Third Annual Angus Academy

Four Missouri Juniors were selected to participate in the third annual Missouri Junior Angus Academy July 18th-20th. The program was sponsored by the Missouri Angus Association and gave juniors an opportunity to interact with industry leaders and tour many businesses representing core segments in the beef industry.

Nathan Eagleburger, Buffalo; Jacob Heimsoth, Lathrop; Jason Thompson, Mount Vernon and Chase Thummel, Sheridan began the event at Certified Angus Beef Satellite Office in Manhattan, KS. Participants toured the office and discussed the CAB program with Gary Fike, Beef Cattle Specialist with the Supply Development Division. The juniors had the opportunity to gain some insight into the future of the CAB program and learn about some of the milestones that CAB has reached as well as some of the challenges that the brand faces. Gary Fike then joined the tour at Ray's Apple Market where the juniors toured the grocery store meat case display with Gary and gained some first hand experience about CAB products and how they are marketed. That afternoon the juniors toured Fink Beef Genetics at Randolph, KS and discussed with Galen and Lori Fink how the beef industry has evolved with the use of technology and how they have grown their operation. The participants also toured the sale facility at Finks and discovered the importance of customer service in the Fink program.

The next morning the group visited Kansas State University and toured the Animal Science and Meat Science departments and facilities where they took part in a blind taste test with steaks prepared by Bryce Gerlach who explained the various components of meat evaluation with a quick course on yield and quality grading. The tour also went through the meat processing and fabrication plant where students were producing sausage that day. While at KSU the Missouri Juniors also visited the School of Veterinary Medicine where they toured the animal hospital and observed surgeries being performed. They also received first hand testimony from one of the vet students there what each year of vet school involves and how the rotation is laid out at KSU.

Participants divided there time Tuesday afternoon between the Kansas Artificial Breeding Service Unit (KABSU) and Cow Camp Incorporated, Ramona, KS. At the KABSU facility the academy participants were given an overview of the custom collection services available and were given a demonstration on straw printing, filling and freezing from Sharon Tucker, Lab Manager. At Cow Camp Inc. the juniors met with Tracy, Kent and Nolan Brunner to learn about the scope of the feedlot operation and tour the facilities. Tracy discussed some of the practices of the feedlot as well as procurement strategies and custom services that they provide. Kent and Nolan led a guided tour through the feedlot that highlighted some of their most recent expansions which have allowed them to be a leader in the feeding industry.

On Wednesday morning in the final leg of the academy the juniors visited the Sysco Food Service Distribution Center in Kansas City where they met with John Landry, Premium Protein Brand Manager to learn about the Sysco Company and tour the facility. The participants were given access to all segments of the warehouse and gained insight into the technology utilized in tracking inventory and deliveries. The juniors also learned how products were purchased including the large amounts of Certified Angus Beef products that Sysco distributes.

Wednesday afternoon the group visited the American Angus Association and toured the association's headquarters as well as Angus Productions Inc. Juniors were given a complete overview of the day to day operations of the association. The group then had lunch with several members of the AAA staff and learned what each entity is responsible for. In addition the juniors had an opportunity to communicate with the staff about their individual future plans and goals.

In a busy three days academy participants were given first hand experience in nearly every segment of the beef industry from seedstock suppliers to the feedlot, processing facilities and fabrication to distribution, CAB marketing to CAB licensed grocery stores and restaurants. From production to consumers, the four young men gained valuable insight into the magnitude and scope of their industry, better developing them as future beef leaders.

The event was a huge success and plans are already underway for next years academy which will again seek applicants between the ages of 16-21 who are looking for an opportunity to explore core segments of the beef industry.

Release Provided by Missouri Angus Association

