



MOVING FORWARD

A new reality

by Bryce Schumann

Chief Executive Officer, American Angus Association

The new reality of production agriculture is this: if we want to continue as a viable industry, each of us bears a personal responsibility to share our story with the public. We can't leave this important task up to just our state or national organizations anymore. Instead, all Angus producers must devote a part of their week to telling their story about the importance of farming and ranching to their friends and neighbors, teachers, lenders and other industry leaders.

That was one of the main messages that came out of the National Angus Conference and Tour, which was held in early September in Georgia.

Dr. Tom Field, executive director of producer education at the National Cattlemen's Beef Association, underscored the confusion that consumers often feel when it comes to understanding where their food comes from. Many consumers have become confused about where and how their food was raised and believe that food production is the bastion of large, anonymous corporate interests.

Not so, according to the checkoff-funded Cattlemen's Stewardship Review, which revealed the following:

- 97% of cow-calf/stocker operations are family owned.
- 54% have been in the same family for three generations or more.
- 94% of respondents vote (compared to 64% of the general population).
- 47% volunteer with youth organizations.
- 84% contribute to the church of their choice.

Just those five points reveal a great deal about the people involved in producing food. We are family focused. We are committed to sustainability and longevity. We are actively involved in public policy and civic affairs. We are engaged in developing the next generation. And, we believe in traditional American values.

Direct to the public

Speaker Bruce Vincent, who is a logger from Montana, underscored the importance of individuals taking their message directly to the public. He said the logging industry did not fully comprehend the public pressures and scrutiny it would face in the 1980s, and that misunderstanding ultimately resulted in the demise of a once-vibrant industry. He said agriculture is now in the cross-hairs, facing the same pressures that logging did 25 years ago, and that its future depends on reaching out and telling a positive story to influence the public's perception of food production.

While I'm limited in this space to discuss in great detail all that Field and Vincent shared with us in Georgia, I want to encourage you to take a look at this website: www.providerpals.com. It's a new program developed by Vincent that helps individual producers like you

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THE AMERICAN ABERDEEN ANGUS NATIONAL SALE

The 2012 National Aberdeen Angus Sale will be held on April 29, 2012, in conjunction with the 60th annual celebration of the Western National Angus Futurity which will be held from April 28th through April 30th in Reno, Nevada. The National Aberdeen Angus Sale will be open to heifers, bred and open cows, cows and calves, bulls, pregnancies, and embryos. Everyone is invited to participate. For information, contact the American Angus Hall of Fame at 816-532-0811.

NOVEMBER 2011

- 5-Nov Decades of Excellence Volume IX Angus Sale, at Fancy Free Farms, Unionville, TN
- 5-Nov Kramer Farms & Guests Angus Sale, Farina, IL
- 6-Nov Eastfield Farm Angus Complete Dispersal, Shelbyville, TN
- 7-Nov SandPoint Cattle Company Angus Production Sale, Lodgepole, NE
- 11-Nov ZWT Ranch Angus Bull and Commercial Female Sale, Crossville, TN
- 12-Nov Complete and Total Dispersal of the Southern Light Farms Angus Herd, Clarksville, TN, Sale at Cross Plains, TN
- 13-Nov SF Farms Angus Sale, Princeton, KS
- 18-Nov Evenson Angus Complete Cow Herd Dispersal, Hettinger, ND, sale at Lemmon, SD
- 19-Nov RV Bar Annual Performance-Tested Bull and Female Sale, Jensen, UT
- 19-Nov Vandemark Angus Mature Cow Herd Dispersal, East Carolina Ag and Education Center, Rocky Mount, NC
- 20-Nov Finley Bros. Cattle Co. Annual Production Sale, Wyandotte, OK
- 20-Nov Hedgewood Prairie Angus & Friends Production Sale, Enterprise, KS
- 20-Nov Rundles Angus Farm – Warren Rundles 90th Birthday Angus Sale, El Paso, IL, Sale at Congerville, IL
- 26-Nov Dameron Angus Production Sale, Lexington, IL
- 27-Nov Meyerway Angus Cow Herd Dispersal, Rushville, IN
- 28-Nov Stevenson's Diamond Dot Angus Sale, Hobson, Montana

DECEMBER 2011

- 2-Dec Davis Farms Mature Cow Herd Dispersal and Performance-Tested Angus Bull Sale, Doe Run, GA
- 3-Dec Bramblett Angus Bull Sale and Commercial Female Sale, Elberton, GA
- 3-Dec Hoosier Beef Congress Angus Sale, Indianapolis, IN
- 3-Dec Ontario Angus Futurity, Orangeville, Ontario, CAN
- 9-Dec The 2011 National Angus Finals Sale Hosted by Lake View Cattle Co., Las Vegas, NV
- 15-Dec Beitelspacher Ranch Complete Angus Dispersal, Bowdle, SD, Sale at Aberdeen, SD
- 17-Dec Griswold Cattle Co. Classic, Stillwater, OK

We are looking for Breeder's Gazettes, all issues from 1881 through 1913, and all Angus Topics from 1958 through 1978, as well as various Angus Topics from 1979 to present. We are also searching for Eastern Breeder Magazines, or any old sale catalogs you'd like to have a sale and happy home for. Contact the American Angus Hall of Fame.

Wanted: Angus Journals, Angus Topics, and all Angus sale catalogs, and any other Angus memorabilia you may be wishing to share. We will buy or trade. Contact the American Angus Hall of Fame.

The American Angus Hall of Fame is the world's oldest and most established Angus Sale Management Firm. Cattle for sale? If you have a herd of cattle for sale, whether it is a complete herd or a group of cattle, call us TODAY. We will be glad to come to your farm or ranch at NO OBLIGATION to advise you on the best way to merchandise them. America's #1 Sale Management Firm as acclaimed by Angus Breeders from coast-to-coast and border-to-border.