

Association Outlook



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Building a New Path for Tomorrow

Even during the Pandemic of 2020, the Shorthorn industry continues on. Sales, shows and breed events continue (though they may look a little different) and new programs continue to emerge promoting the Shorthorn breed.

Shorthorn Beef - Locally Raised is being launched in October. This program will be promoted on Facebook which will include links to a map and information about beef—SHORTHORN BEEF. The map will show locations of breeders offering freezer meat and home-raised Shorthorn Beef. We are asking our social media followers to always share these posts so the links will get to the eyes of consumers outside our industry. We all have friends on social media who are not in the agriculture community and reaching out to the urban population will provide the opportunity for them to investigate purchasing directly from the producer - farm fresh and locally raised Shorthorn Beef. The purpose of this program is to help consumers connect with producers. The map will include the producer's contact information. Currently, we have 7 states represented but we need all 50. This is a growing part of our industry and the need for local



butchers has never been higher. The public wants to purchase their food from known sources and this program will expose them to Shorthorn Beef, how it is raised and agriculture in general. The relationships that can be made can change public opinion of beef and farming, not only for Shorthorn breeders but for all of agriculture. The premiums for this type product are endless as long as a great product is provided. Visit shorthornbeef.org for details and to see the current listings. Become part of this program. You will receive a premium,

control your market and expose a part of the population to agriculture and our story, while promoting the Shorthorn Breed.

The Youth Development Committee has designed some new and innovative ways for supporters to make contributions to the breed's junior program. Pledges for the foundation heifer will be billed in the registry and the money will go directly to a separate account for Junior program. Pledges can be made in a lump sum, billed monthly or quarterly if you choose, to spread the cost over the year. But first, please add the Deck the Stalls Extravaganza on November 14th during the North American International Livestock Show to your calendars. We will sell the foundation heifer at this event along with a number of other offerings that 100% of the proceeds support the youth of the breed and the Junior National. This will be our major fundraiser of the year. Thank you to the Martin Family at Martindell Farms for donating the foundation heifer this year. See page 16-17 for more information about the event. You may have noticed a number of recent sales that have included a donation lot or two that help fund the Shorthorn Youth activities. These donations enable us to continue our excellent junior programs. Thank you to those making the donations and those purchasing them - look for those sponsoring these activities in the Shorthorn Royal Society and the Red, White & Roan Club.



The ASA Annual Meeting Forum and Awards Banquet is scheduled for Saturday, December 5th in Kansas City at the Hilton Airport Hotel. There will be an open house social at the ASA office Friday evening before the Annual Meeting Forum and Awards Banquet on Saturday. This

will be a great time to visit the office and share time with staff and fellow breeders. Drinks and heavy hors d'oeuvres will be provided for those attending. The Forum and Educational Session Saturday morning includes some outstanding representatives who will share ideas on how to market your cattle - the dos and don'ts of marketing purebred Shorthorns. We can guarantee this session will have tremendous value to your operation. Many recognized names in the industry will share their experiences



and explain the importance of a marketing plan for your operation. For the Annual Meeting Forum & Awards schedule and registration information, see page 15. To review this year's ASA Board candidates see page 18. Come to the meeting and get information about your association and its activities. The Awards Banquet that evening will include the presentation of awards for Outstanding Performance Traits, Show Winners, Century Club Members, announcement of the Heritage and Merit Award winners, plus the Builder of the Breed winners. This year we will host a Junior Fundraiser during the day's events. It's a special time for Shorthorn fellowship when breeders can visit and share ideas. Many new friends and old acquaintances are made each year during this event. Our goal is to provide an educational and entertaining time for you.

During this Pandemic many things have changed; many activities have been canceled from professional, college and high school classes and sports to livestock shows. In some cases, normal will have a new definition; some things may never be the same. But rest assured, because of you, the breeders and members of this great breed, "The Shorthorn Breed Continues to Build a New Path for Tomorrow" 📍