

Beef Business



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An Occasion Worth Celebrating

October on the Shorthorn calendar doesn't have many open dates. Fall sales season is in full swing, the national shows are rolling, and this year, we add a very special celebration to the agenda with the Annual Meeting kicking off the celebration of 150 years of the American Shorthorn Association. It's strange to be discussing ASA Annual Meeting as an October event, but the new opportunities opened by moving up in the year are worth the switch.

I'm looking forward to seeing many of you Friday and Saturday, October 22 and 23 in Kansas City. With no in-person annual meeting in 2020, it has been too long since I have gotten to visit with many of you face to face! Electronic communication is handy, but it just doesn't take the place of sharing a real handshake with the Shorthorn family. One of the advantages to moving the meeting to October this year is to hold it during the American Royal Livestock Show. If you have never been to the American Royal, this will be a great opportunity to do so. Both the Shorthorn and ShorthornPlus junior shows will be on Thursday the 21st, and the National Shorthorn and ShorthornPlus shows on Friday of the annual meeting kickoff. The Shorthorn shows in KC have exploded in quantity and quality in the last five years and is on its way to rivaling the "bigger" Shorthorn shows for the quality of exhibition. In 2020, over 250 head made the trek to

the show ring between the open and junior shows. The only thing that has been missing from the National Show in Kansas City is a crowd of Shorthorn enthusiasts in the bleachers! Any chance to see great Shorthorn cattle displayed is worth taking advantage of, and there will certainly be plenty of them at the Royal.

The annual meeting program will look different from past year's, but will provide entertainment value for all Shorthorn enthusiasts. On Friday evening, we will open the doors of the ASA office for an open house and social event. Drinks, hors d'oeuvres and fellowship will be on the menu that evening. First thing Saturday morning, Bob Hough will join us as one of the authors of the new Shorthorn history book to share his thoughts. I'm especially looking forward to Shorthorn trivia and the Legends panel later that morning. It's guaranteed that these events will bring some good stories and good laughs for everyone in attendance. Tom Field from the University of Nebraska will deliver a keynote address before we spend the afternoon with our traditional ASA annual business meeting and evening awards banquet. While the program may not feel as much like an "educational" session this year, I guarantee we will all leave KC knowing more than when we showed up! I will almost miss having to deliver a presentation to you all at 8am Saturday morning like in year's past, but it's a sacrifice I will make for the greater

good.

The ASA, the organization that brings Shorthorn breeders together, has survived in this country for 150 years now. In theory, that could be as many as seven generations of a family that have been involved with Shorthorn cattle. Not many families in any industry can claim to keep their tradition going for that many generations, but in agriculture it is relatively common. We are all proud to tell our stories in agriculture because it is such a family rooted business. My experience with Shorthorn breeders is that you are a group of people that are proud of your history, and I admire that quality immensely. It's important to know our stories and history so we know where we came from, as well as to learn from the misfortunes and failed attempts of those before us. There are pieces of the past in this industry that I would love to see again. At the same time, some trends and directions that our ancestors took we need to make sure we learn from and do not try to go back that way again.

I will see you all in KC in just a couple weeks. Hopefully during your time in town, you can find some good BBQ or a nice steak dinner to enjoy with your Shorthorn friends. The city has lots of great options for both of those, so going home hungry is your own fault! ☹️

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