

# YOUTH BEEF LEADERS Map Their Global Future at YBIC

**Editor's note:** A delegation of American Junior Simmental Association Trustees were in attendance at the 2010 YBIC. Following is a summary of the event.

By Dawn Bernhard

**Y**oung cattle producers focused on "Mapping Our Global Future" by attending the 2010 Youth Beef Industry Congress (YBIC), March 25-28, in Bloomington, MN. The biennial event gathered 118 young leaders of junior beef breed and state junior cattlemen organizations to interact with one another while exploring their futures.

Designed for youth leaders in the beef industry, the 2010 YBIC was co-sponsored by the U. S. Beef Breeds Council, National Cattlemen's Beef Association (NCBA), Land O' Lakes Purina Feeds, Igenity, *Drovers*, Trans Ova Genetics and *BEEF* magazine. The focus of "Mapping Our Global Future" featured genetics and use of DNA technology in the beef industry, as well as the use of social networking to spread positive beef industry messages to consumers.

"Life is like an auction, and we must recognize opportunities, make good decisions and be motivated to make the best of the sale," suggested Kevin Ochsner, the keynote speaker. Ochsner, a former YBIC participant and co-partner in Adayana, told attendees to grasp their leadership roles and to develop their potential as mouthpieces for the beef industry.

Kim Anderson, University of Georgia Fanning Institute, discussed developing and capitalizing on personal leadership skills. "Working together is key," Anderson reminded the participants. "We must band together to take full advantage of each individual's skills in being one voice for the beef industry, instead of competing only for our individual organizations."

Friday morning the group toured the University of Minnesota (U of M) UMORE Park Beef Cattle Research Center under the coordination of the Minnesota Beef Team. YBIC attendees toured the research facility, the U of M Animal Science and Meat Science departments, harvest facility and meat lab, as well as Digital Angel, a division of Destron-Fearing specializing in electronic identification for the livestock, pet and salmon/fish industries.



— The entire group at the YBIC. —

YBIC presentations featured a variety of topics, including genetic factors and their effect on feedlot performance, carcass quality and reproduction; the implications of U.S. genetics in other countries; educating consumers about the beef industry; beef carcass fabrication; and alternative beef marketing and cookery.

Daren Williams, NCBA director of communications, encouraged youth to spread the positive message about the beef industry and agriculture. All YBIC participants had the opportunity to complete the NCBA's Master of Beef Advocacy (MBA) program before arriving at the YBIC conference. Amanda Nolz, freelance writer and editor of *BEEF* magazine's Daily Blog, provided information on utilizing social network opportunities. Through her personal experiences, Nolz challenged YBIC participants to speak out in favor of the beef industry.

Lori Maude, senior public relations manager for the Boehringer-Ingelheim account, Broadhead and Company, Minneapolis, MN., brought ideas to the group on the importance and impact of marketing and advertising for the beef industry. Through a group activity, Maude demonstrated three steps of producing a logo, tagline and communications for a particular product.

Youth then listened to a panel addressing the uses of DNA in the beef industry. Ron Eustice, MN Beef Council, included an overview of his research in using DNA to ascertain human inheritance. Other panel members included: Dr. Jon Beaver, molecular geneticist, University of Illinois, Champaign-Urbana; Calvin Gunter, Pfizer Animal Genetics; and Dr. Jim Gibb, Merial-Igenity.

A past participant in the Charolais junior association and YBIC, Chad Zehnder, Land O' Lakes Purina Feeds, urged attendees to continue their development of their leadership potential, to take advantage of opportunities and to spread the beef industry message.



*AJSA Board members who attended the YBIC. Front row, l to r: Curt Rennison, South Central Trustee; Anna Kreiger, Eastern Trustee; Emily Brinkman, Communications Chair; Andrea Reinhart, South Central Trustee; Kyle Ruth, North Central Trustee. Back Row: Kyle Porter, Finance Chair; Tyler White, South Central Trustee; Seth Kaehler, North Central Trustee.*

Jared Knock, Trans Ova Genetics, served as the keynote speaker for the Sunday morning breakfast that concluded YBIC. Knock encouraged attendees to educate themselves and stay fully informed of beef industry issues, to take full advantage of travel opportunities, read as much as possible and to build personal leadership skills and abilities.

During the conference YBIC attendees also networked, participated in a Beef Quiz Bowl and enjoyed an evening at the Mall of America.

In addition to the AJSA, the following youth organizations were represented: Gelbvieh, Chianina, Maine-Anjou, Shorthorn, Charolais, Brangus, Angus, Hereford, Red Angus, Santa Gertrudis, South Devon, and Limousin, plus state organizations representing Indiana, Kentucky and Ohio. ♦

**Participants  
toured the  
ultra-modern  
University of  
Minnesota  
Meat Science  
Department.**

