

## NEW VANTAGE POINTS

The National Angus Tour took Angus members to two Utah destinations.

by Megan Silveira, assistant editor

With proper management, new levels of success can be reached.

It's a mantra that's been around for years, and it was certainly the theme that the 2022 National Angus Tour was founded on.

Attendees of the National Angus Convention in Salt Lake City, Utah, were able to explore the western region as they travelled to Tarter Farm and Ranch Equipment and JY Ferry & Son, Inc.

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“The purpose of the National Angus Tour is to highlight ranches and agriculture local to our Angus Convention location each year,” says Bree Taylor, events coordinator. “We want to give attendees the opportunity to get out and explore the area while they are attending Angus Convention.”

Leaving behind the city views, 188 Angus fanatics travelled to the heart of the Wasatch valley as they saw just how important good management can be.

This year marked the first National Tour for Jaryn Frey, an Association

member from Oklahoma. She says she was eager to see what the day to day was like for producers out of her home state.

“I wanted to see how cattle are raised on operations outside of central and northwest Oklahoma,” she explains, adding though Salt Lake was beautiful, she was happy to leave the city skyline behind the morning of the tour.

The tour kicked off with a different view of the industry. There was not a cow in sight at Tarter Farm and Ranch Equipment, but the sights weren't unfamiliar. Panels and troughs were a plenty at the facility, as American Angus Association members explored the facility.

The Lexington, Ky., Tater facility had been a past tour spot during the Leaders Engaged in Angus Development (LEAD), and Taylor says it was a facility the events and junior activities team knew more Association members would love to see.

From general construction of equipment all the way to the painting station, the Tarter employees showed just how many hands have to touch the equipment that producers likely see every day.

Frey found herself impressed with the assembly lines and processes at the facility. The work environment was unfamiliar to her, but she says



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it was apparent that the company seemed to value both its employees and its product quality.

The company has a major focus on teamwork and productivity. All the departments start their mornings with a brief meeting, where all employees have a chance to offer new solutions to everyday problems.

With a few key changes in the past, the company has seen their productivity multiply tenfold. Their innovation in manufacturing has never wavered, and it's a truth tour attendees could easily see.

Getting a little back to their roots, tour attendees travelled to the commercial cattle operation, JY Ferry & Son, Inc. The operation is dedicated to their cattle and the land that provides for both their family and their livestock.

Tour guests met John Ferry in front of their feed yard, where he introduced his family's operation and their core values to the crowd.

The operation has roots that stretch back to 1900, when the first of the Ferry generations to call Utah home made an investment in the land after the state's first canal systems had been installed.

The modern-day farm relies heavily on diversification to keep the business strong. Along with their feed yard and cow-calf herd, their operation raises corn, alfalfa and wheat — crops that are nutrient rich and play a positive role in giving back to the soil.

Just across the street from the yard, Ferry points out the just visible peak of the private duck club that the operation works with to help manage a thriving wildlife population.

For Oklahoma native Frey, it was a whole new world.

"I did not know there were so many breeders on federal and national park land," she explains. "In Oklahoma, it is nearly all privately-owned land, and that is not the case in Utah."

Ferry then led Frey and her peers to a hay barn where they could overlook a few key pastures on the property, as well as the canal system that was so crucial to the operation's beginnings. At his farm, Ferry says successful cattlemen know how to do more than just care for their herd. They consider the environment, their neighbors, their customers.

Though many were not familiar with the western region, Ferry's message was one the resonated with many of the tour guests.

A need to care for the livestock, land and consumers is a truth that echoes in the hearts of Angus breeders from all across the nation. And that's the type of unity the National Angus Tour is designed to highlight.

"We hope attendees gained an appreciation for the local agriculture and the unique challenges and opportunities the area has for those involved in the industry," Taylor explains.

It's a time during Convention to see different parts of the United States, connect with peers in the beef industry and gain a newfound respect for what it means for those peers to raise their black-hided cattle. **AJ**



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