

Easier ways to make a living



Shauna Hermel, editor
shermel@angus.org

It's never been all about the money. We do it for the tradition. We do it to raise a family far from the ills of the city. We do it because we can't let down the generations before us who put every ounce of blood, sweat and tears into creating a farm or ranch they could turn over. We do it to reach the dream instilled in our childhood.

To keep doing it, we have to make a living.

To make sure the next generation dreams of carrying it on, we have to instill the dream.

Instill the dream

That seems to get a little harder every year, doesn't it? Especially when youth these days watch more *Bachelor* and *Bachelorette* than *Bonanza* and *Little House on the Prairie*. Society seems intent on glamorizing a jet-set

lifestyle and exotic destinations far from the sweat equity of the farm or ranch.

Part of it is our own fault. How many times have we looked at that blown tractor tire and mumbled, "There has to be an easier way to make a living." Maybe we shouted it as we tried to get a group of heifers out of the neighbor's cornfield. We should probably own up to being a little bit of a sourpuss because we couldn't go out to dinner because we had to vaccinate calves during the cool part of the day — even if it was our 20th anniversary.

It can be easy to get frustrated at one of the dirtiest, highest-risk, most dangerous jobs in America. Yet, it also offers some of the most thrilling adventures to some beautiful destinations — whether in the back 40 or near your favorite seedstock provider. It offers the opportunity to be with family while you work — to share a life rather than come home to it at the end of the day. It lets you share a legacy that's rooted deep enough to keep generations grounded, focused and engaged. Few get to view a landscape long enough to see their molding of it through the decades. There's meaning to life that provides food and fiber to supply family, neighbors and the world.

Make a living

It's a dream worthy of dreaming. To make it possible, we have to make it financially doable, and we may have to entice our young bachelors and bachelorettes to come back to the farm with a financial goal a bit above making the farm payment.

As Troy Marshall points out in his commentary "In It for the Long Haul" (see page 62), the traditions we in agriculture need to embrace are those of hard work, determination and ingenuity — doing it the same way Grandpa did, not the same thing Grandpa did.

There are still frontiers to explore to add opportunity and income to our farms and ranches if we look for those business opportunities.

- ▶ Colorado ranchers Pat and Robin Karney are improving their genetics and capitalizing on value-added programs to live the American Dream (see "Spending Time to Make Money," page 12).
- ▶ The Rezacs of Onaga, Kan., 2022 Beef Improvement Federation Commercial Producers of the Year, are bringing in the next generation with a business plan built on diversity and expanding to support additional family members (see "Early Buy-In," page 26).
- ▶ Cattleman's Choice Feedyard of Oklahoma found its niche helping like-minded cattlemen, including Jimmy Taylor and Kenneth Moyer, capture the value of their improved genetics and management through retained ownership and using carcass information to further improve their cow herds and opportunities for profit (see "Capturing the Value of Your Cattle," page 50).
- ▶ In recent editions (visit <https://bit.ly/ABBXback>) we've explored other enterprises, including selling directly to the consumer.

Go ahead. Explore. Open up to ideas. Involve the next generations in interests that will entice them back to the farm or ranch. We have much to lose if we don't. **I**

Produced and published six times per year by Angus Media in cooperation with the American Angus Association and Certified Angus Beef LLC.

3201 Frederick Ave. • Saint Joseph, MO 64506-2997
phone: 816-383-5200 • fax: 816-233-6575
office hours: (M-F) 8 a.m.-4:30 p.m. (Central time)
website: www.angus.org/Media

Brett Spader, *president*

EDITORIAL

Shauna Hermel, *editor*, Angus Beef Bulletin
Miranda Reiman, *senior associate editor*, Cozad, Neb.
Kasey Brown, *part-time associate editor*
Heather Lassen, *special projects editor*
Julie Mais, *editor*, Angus Journal
Megan Silveira, *assistant editor*, Angus Journal
Mary Black, *graphic artist*
Leann Schleicher, *graphic artist*
Jaime Albers, *graphic artist*
Craig Simmons, *contract designer*
Barb Baylor Anderson, *field editor*, Maryville, Ill.
Kindra Gordon, *field editor*, Whitewood, S.D.
Becky Mills, *field editor*, Cuthbert, Ga.
Paige Nelson, *field editor*, Rigby, Idaho
Troy Smith, *field editor*, Sargent, Neb.

ADVERTISING

Jacque McGinness, *advertising team lead, circulation coordinator*
Kathy LaScala, *corporate sales manager*
Ryann Kats, *coordinator/graphic artist*
Liz Schulz, *coordinator/graphic artist*
Kaysie Wiederholt, *senior coordinator/graphic artist*
Jen Gregory, *proofreader*

PRINT SERVICES

Gail Lombardino, *print media team lead*
Ashley Petty, *billing analyst*
Sharon Mayes, *senior billing analyst*
Kathrin Gresham, *photo coordinator*
Brooke Vincent, *coordinator*
Rachel Witt, *senior coordinator*
Susan Bomar, *coordinator/graphic artist*
Grace Sanburg, *coordinator/graphic artist*
Kim Tibken, *coordinator/graphic artist*
Jenna Kauzlarich, *senior coordinator/graphic artist*
Julie Murnin, *senior coordinator/graphic artist*

WEB SERVICES

Andy Blumer, *web services team lead*
Bruce Buntin, *coordinator*
Lauren Hitch, *designer*
Mike Nolting, *front-end developer*

DIGITAL SERVICES

Alex Blake, *digital marketing team lead*
Mackenzie Brewer, *digital coordinator*
Hannah Frobose, *digital coordinator*
Bailey Cole, *marketing coordinator*
Rayne Wilson, *marketing specialist*
Cate Doubet, *media specialist*

BOARD OF DIRECTORS

Chuck Grove, *chairman*
Mark McCully, *vice chairman*
Kenny Miller, *secretary-treasurer*
John Dickinson, *Smitty Lamb*, Alan Miller, Jonathan Perry, Darrell Stevenson
Brett Spader, *president*, API
Darius Lane, *industry representative*



To submit a change of address or to unsubscribe, please email your request to circulationcoordinator@angus.org or call 816-383-5200. Please include the number above the address on the mailing label along with the name and address of the current subscription.