

Ready to Advocate

Masters of Beef Advocacy program now has nearly 4,000 graduates.

by **KINDRA GORDON**,
field editor

The Masters of Beef Advocacy (MBA) program offered through the National Cattlemen's Beef Association (NCBA) has trained nearly 4,000 graduates from 48 states since it was launched three-and-a-half years ago. Daren Williams, who serves as executive director of communications for NCBA and oversees the MBA program, says the success of the program has exceeded his expectations.

Williams provided an update on the MBA program during the International Livestock Congress in Denver Jan. 15. He noted that Maine and Alaska are the only two states that have not yet had an individual complete the MBA training.

Williams explained that the MBA program was created in late 2009 to "put a face on agriculture" by developing a grassroots network of beef enthusiasts who would help share positive messages about the beef industry.

The program includes six self-study online courses that cover topics including beef nutrition, how beef is produced, beef safety and the beef checkoff. With this training, MBA graduates can be better prepared to have conversations with others about the positive aspects of beef.

Williams said, "It is mind-boggling some of the questions we get from mainstream media and consumers today, and we (the beef industry) have got to be the ones out there answering their questions."

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He continued, "When they go online and do a Google search, we need to be the ones to answer their questions."

Williams reported that MBA graduates are making that happen through a grassroots effort — from talking one-on-one to people, writing editorials to local publications, responding to comments posted online, as well as through individual blogs that tout the industry.

As two examples, Williams pointed to Debbie Lyons-Blythe, an Angus producer from Kansas, and Anne Burkholder, who operates a cattle feedyard in Nebraska. Both women have created their own beef-related blogs — Life on a Kansas Cattle Ranch and Feedyard Foodie, respectively — and have also garnered national media attention for their roles in helping everyday consumers better understand the beef industry.

"We do a great job talking to each other," he said, "but we've got to reach beyond the choir."

Consumers want to know they can trust their food, Williams said. "You build trust by building relationships, and relationships are built through conversations."

To learn more about the Masters of Beef Advocacy program visit www.beef.org/MBA. Find Blythe's blog at: <http://kansascattleranch.blogspot.com/> and

Burkholder's at <http://feedyardfoodie.wordpress.com/>.



AMERICAN ANGUS ASSOCIATION The Business Breed

APPLICATION FOR REGULAR MEMBERSHIP

American Angus Association, 3201 Frederick Avenue, Saint Joseph, Missouri 64506
(816) 383-5100 • Fax: (816) 233-9703 • www.angus.org

I (we) hereby make application to the Board of Directors of the AMERICAN ANGUS ASSOCIATION for Regular Membership and, in consideration of acceptance, agree to conform to and abide by the By-Laws, Rules and Regulations of the Association and Amendments or Modifications thereto which may, from time to time, be adopted. By signing this application for membership, applicant irrevocably waives any claim against and grants an absolute release to the American Angus Association, any member, employee or agent of the Association, for any act or omission in connection with the Association, including but not limited to, any enforcement of the rules and regulations presently in effect or hereafter adopted by the Association. It is requested that the Membership be entered as follows:

Membership Name _____ **Location of Herd** _____
PLEASE PRINT (Limit Name to 24 Spaces) (City) (County) (State)

Mail Address _____
(P.O. Box, or Street) (City) (County) (State) (Zip)

E-Mail _____ **Date of Birth (if under 21 years of age)** _____

Phone # Home () _____ **Signed** _____

Phone # Business () _____ **Printed** _____

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- Fee of \$130.00 is enclosed and includes a one year subscription to *The Angus Journal*
- Certificates enclosed for correction
- Enclosed is my membership fee of \$80.00. I understand this membership does not include subscription to the *Angus Journal*. Initial here _____.

Corporations — In case of a corporation, the corporate name shall be entered on the application, which is to be signed by a duly authorized officer, and below, on this side, at least two officers of the corporation shall sign their names.

Partnerships — In case of a firm or partnership, the name of the firm or partnership shall be entered on the application, which is to be signed by one of the partners, and below, on this side, all partners shall sign their names.

President _____

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PLEASE READ THE FOLLOWING BEFORE FILLING IN APPLICATION; THEN DETACH

Regular membership may be applied for in the name of a person; a farm or ranch name; a partnership; or a corporation. Membership fees are payable at the time the application is submitted.

Your regular membership is good for one year. Thereafter, annual dues are required for all regular memberships.

Application should show the name in which the membership is to be entered. If animal registrations are to be applied for in an individual's name the membership should be in the name of the individual; if by a partnership the membership should be in the exact name of the partnership; if by a corporation the membership should be in the exact corporate name. All partners in a partnership, and at least two officers of a corporation must sign their names on the back of the application.

The length of the membership name and location must not exceed 40 spaces, for example:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40
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