

# NCA sponsors Young Cattleman's traveling leadership conference

DENVER, Colo. — The second annual Young Cattleman's Traveling Leadership Conference, sponsored by the National Cattlemen's Assn. and its affiliated state and national breed organizations, was completed recently. The program is designed to assist in the development of future leaders of the beef cattle industry.

The 23 young cattlemen, selected by their sponsoring state cattle or breed organizations, traveled across the nation, from Denver to Washington, D.C. They were exposed to various aspects of the livestock industry.

Members of the group, all under age 40, began their tour in Denver, where they received an overview of the role of their national association from NCA President J.W. Swan, NCA Executive Vice President W.T. (Dub) Berry, and other NCA staff members. Swan

told the group that more cattlemen must become interested in what happens to beef after it gets into processing and distribution channels.

Following that challenge, the group visited the headquarters and Dakota City processing facility of Iowa Beef Processors, Inc., near Sioux City, Iowa. The Dakota City processing facility is the largest in the nation—approximately 1.5 million head of cattle are processed annually.

IBP President Robert L. Peterson who told of change and progress in the meat business, challenged the young cattlemen to cut production costs on beef and give consumers what they want.

The group moved on to Chicago where they were hosted by officials of A.O. Smith Harvestore Products, Inc., a national associate member of NCA. Jim Lowmen, manager of marketing

research, explained the Harvestore system concept and projected future growth trends in family-size automated feeding systems in the Midwest and High Plains. He suggested that, with high transportation costs and water availability problems, feeding advantages will lean to the Midwest, where roughages and high-moisture corn will be in good supply.

For a look at the marketing side of the cattle industry, the group visited the Chicago Mercantile Exchange, another NCA national associate. Ron Frost, CME vice president for agricultural marketing, suggested that a selective hedging program on the live cattle futures contract was one of the best ways to transfer risk in the marketing of cattle. The CME staff then conducted a hedgers' workshop, and the group viewed trading on the floor.

The young cattlemen then flew to Indianapolis, where they visited the headquarters of Eli Lilly & Co., parent company of Elanco Products Co., an NCA national associate member. Bob Howerton, vice president of marketing for animal products, introduced the group to the complicated process of researching, clearing and marketing a new animal health product. The cattlemen traveled to Lilly's Greenfield research farm, where they toured the toxicology labs and animal nutrition research areas.

NCA President-Elect Sam Washburn, who traveled with the group, ended the tour with a challenge to the young cattlemen to continue in their leadership development so that they might help the beef cattle industry meet the challenges that lie ahead.

Accompanying the young cattlemen on the tour, in addition to Washburn, were NCA Executive Vice President, W.T. Berry; R.A. Brown, Jr., Tex., vice chairman of NCA's Young Cattleman's Council; and NCA staffer Ron Francis.

## York Hereford breeder participates in New England Assoc.'s field day

SHERBORN, Mass. — A fitting and showing demonstration was presented to more than 200 Hereford breeders during the New England Hereford Association's field day, held here at Millborn Farm recently. Sharing his skills with the group was Terry Shearer of Pigeon Hills Farm, Abbotstown, York County, with the assistance of Ed Brown of Berryville, Va.

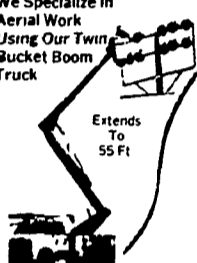
BC (Bud) Snidow, American Hereford Association's assistant secretary, presented an informative talk on the past 100

years of Herefords and expectations for the future. LeAnn Simon, AJHA treasurer from Tolstoy, S.D., addressed the crowd on how youth need to approach the new economic procedures that now face them.

Dr. Tim Dennis, a practicing veterinarian and Hereford breeder from Penn Yan, N.Y., presented an informative talk on herd health and what health practices need to be followed.

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