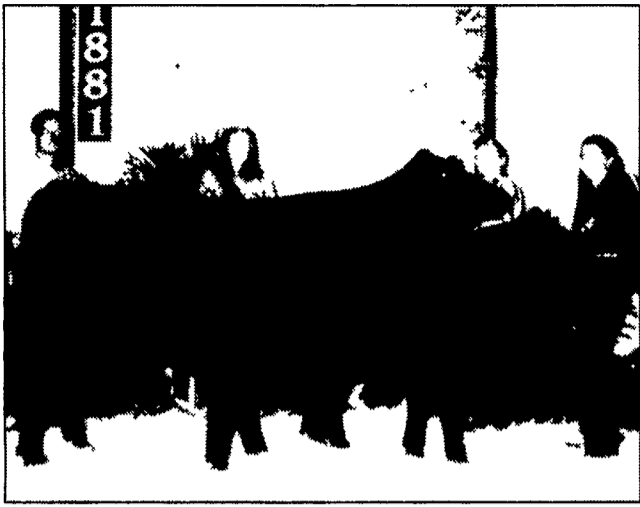
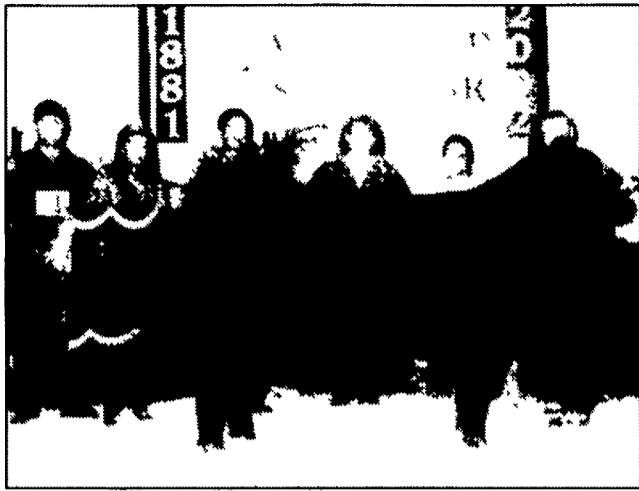


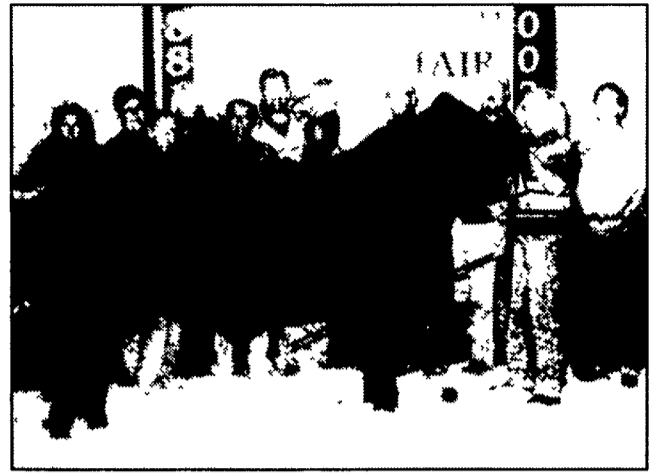
Angus Results From Around The Region



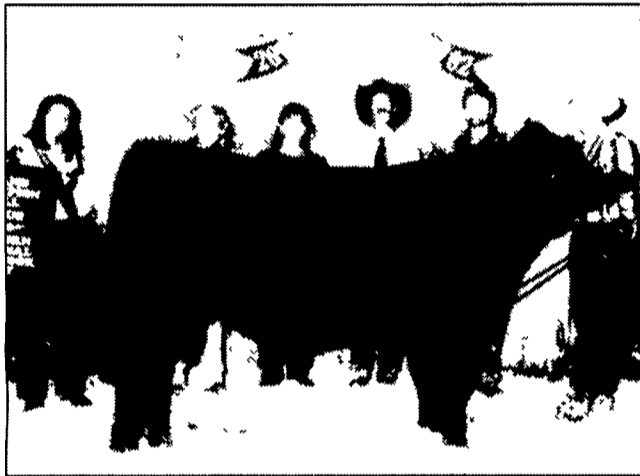
Cortney Hill-Dukehart, Sykesville, Md., showed the grand champion cow-calf pair at the 2002 Maryland State Fair Angus Show, Sept. 1 in Timonium, Md. Jack Ward, Lagrange, Ind., evaluated the 44 entries.



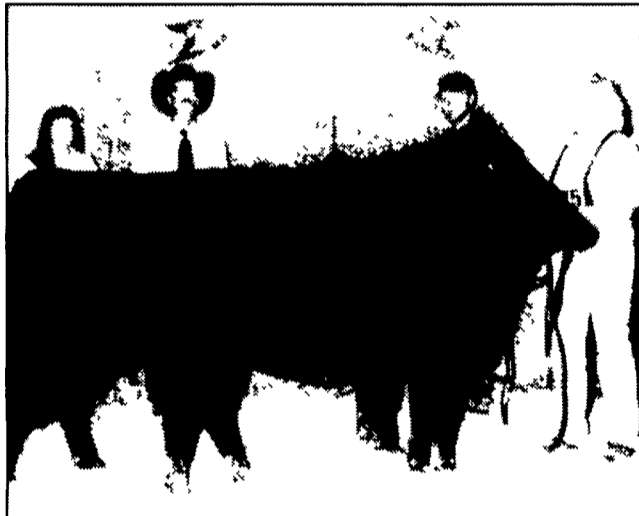
Taggart Blackbird Bailee 108 claimed grand champion female at the 2002 Maryland State Fair Angus Show, Sept. 1 in Timonium, Md. Kurt Long, Airville, is the owner. Jack Ward, Lagrange, Ind., evaluated the 44 entries.



D L B Hercules captured the grand champion bull and junior champion titles at the 2002 Maryland State Fair Angus Show. David Brauning Jr., Finksburg, Md., is the owner.



J D H Key Heir 0451 claimed grand champion bull honors at the 2002 Eastern National Livestock Show's Angus Show, Sept. 21 in Timonium, Md. J D H Cattle Company, Dover, is the owner. Howard Hoffman, Far Hills, N.J., evaluated the 60 entries.



J D H Cattle Company, Dover, showed the grand champion cow-calf pair at the 2002 Eastern National Livestock Show's Angus Show, Sept. 21 in Timonium, Md. Howard Hoffman, Far Hills, N.J., evaluated the 60 entries.



S S F Famous Right Time 3051, owned by Cortney Hill-Dukehart, Sykesville, Md., captured grand champion female honors at the 2002 Eastern National Livestock Show's Junior Angus Show, Sept. 22 in Timonium, Md. C.J. Furlong, Mount Joy, evaluated the 44 entries.

New 'Cool To Be Real' Youth Campaign Kicks Off

NEW YORK, N.Y. — A new checkoff-funded campaign to reach more girls ages 8 to 12 with information about beef is now underway.

The education campaign was kicked off last week with a media tour of key publications in the New York City area by Mary Young, R.D., executive director for nutrition at the National Cattlemen's Beef Association (NCBA) and Sylvia Rimm, Ph.D., child psychologist and author of See Jane Win.

The campaign is being coordinated by NCBA on behalf of the Cattlemen's Beef Board and state beef councils.

The tour provided a valuable opportunity for national youth media to better understand key issues relevant to young girls, according to Gary Sharp, a South Dakota beef and dairy producer and chairman of the beef industry's Joint Youth Education and Information Subcommittee. Topics covered included: the critical role nutrition plays in girls' physical and intellectual performance, the nutritional benefits of beef as well as some of the obstacles that girls confront during the pre-adolescent and adolescent years, such as peer pressure.

During the tour, Young stressed the importance of the nutrients in beef, especially for this age group, sometimes called "tweens."

She also addressed the issues of vegetarianism and obesity among children today. During the meetings, youth development expert Rimm provided messages on the impact of peer pressure, body image and weight issues on self-esteem.

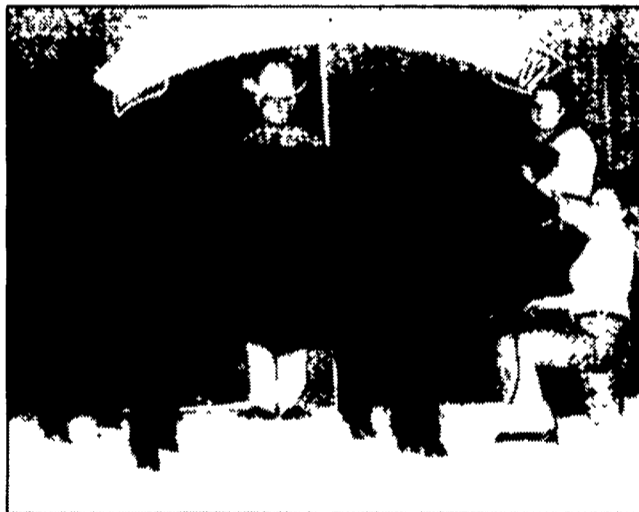
While much of the new youth campaign will focus on the enjoyment of eating beef, research with youth editors shows that they are hesitant to provide positive messages about beef until their nutritional misperceptions are resolved.

A mini Web site designed to reach girls directly with "Cool To Be Real" messages was also launched Dec. 2. The www.cool-2b-real.com Web site features important beef information in a format that appeals to tween girls. The internet is widely used by tween girls to obtain information, and this site allows producers to talk to them.

Other elements of the Cool To Be Real campaign will be unveiled in the coming months, including an essay contest asking girls what it means to be "real."

"Reaching young girls this age with accurate information about beef is incredibly important," says Sharp.

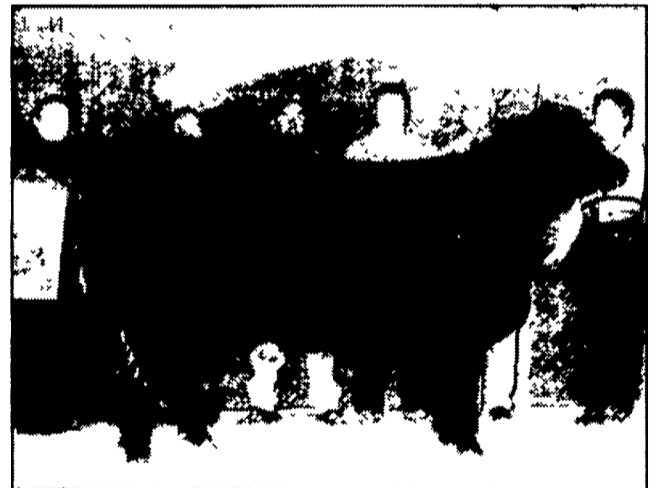
"This new program should expand our youth education efforts, and build on our work to spread the message of beef's role in healthful diets."



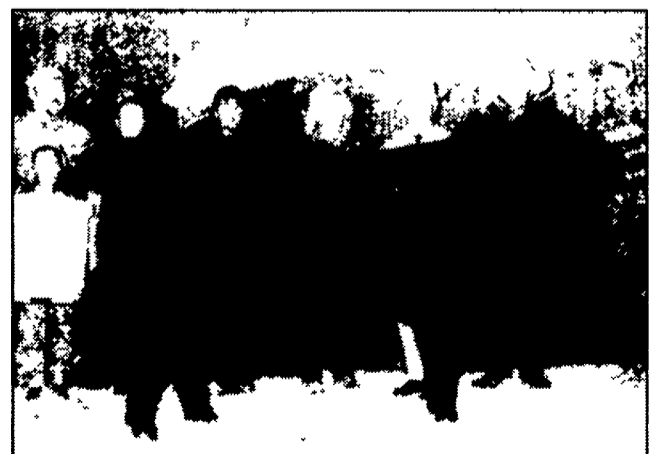
Jamie Hower, Bethlehem, showed the grand champion cow-calf pair at KILE.



Llangollen Farms, Middleburg, Va., received the 2002 Angus Journal's Land Stewardship Award during the Annual Banquet of the American Angus Association, Nov. 18 in Louisville, Ky. Pictured is John Wilkins and Stephanie Wilkins, Middleburg, Va.



Taggart Blackbird Bailee 108, owned by Kurt Long, Airville, won grand champion female and junior champion honors at the 2002 Keystone International Livestock Exposition Angus Show. Doug Gerber, Richmond, Ind., evaluated the 81 entries.



J D H Cattle Company, Dover, led the grand champion bull at the 2002 Keystone International Livestock Exposition Angus Show, Oct. 7 in Harrisburg. Doug Gerber, Richmond, Ind., evaluated the 81 entries.