

Developing Youth Advocates



Program for Reaching Individuals Determined to Excel (PRIDE) Convention was in Boise, Idaho, in August. More than 100 Hereford youth participated in our Masters of Beef Advocacy (MBA) kickoff during PRIDE.

The National Junior Hereford Association (NJHA) Board challenged each PRIDE participant

to complete the MBA certification, sponsored by the beef checkoff program, by Oct. 1.

The NJHA board's goal is to lead the way in the agriculture industry through knowledge and promotional tools. This goal is the reason we want to be the breed with the largest number of junior members certified in the MBA program. The NJHA board members have completed the MBA program and want other NJHA members to become educated in animal care, beef nutrition, environmental stewardship and beef safety.

After completing this course, junior members will be able to help consumers choose what to feed their families. Juniors who complete this course will be able to tell consumers the importance of safe, wholesome and nutritious beef. Another important aspect of the course is explaining where beef checkoff dollars go, what the money is used for and how the checkoff helps beef producers.

This course will help junior members prepare presentations and find speakers on nutrition. The MBA is not just for junior members; beef producers of all ages are encouraged to complete the course to better understand

consumers and their wants and needs when choosing a certain type of beef.

The beef industry is constantly in the media; it is our job as beef producers and consumers to ensure the public is receiving the correct message about the beef industry. The Hereford breed is taking a step in the right direction to educate our members to then educate the public and keep consumers aware about the beef industry. Consumers have questions and are looking for answers; they are bombarded by the media and advertisements. By completing the MBA, our Hereford juniors will be armed with the knowledge to answer these questions and many more.

In Kansas City during the American Royal, Daren Williams, National Cattlemen's Beef Association executive director of communications, facilitated a workshop about the MBA program. He facilitated media training and explained how to tell your story about the beef industry.

The Hereford breed is proud to provide educational tools to Hereford youth wanting to be proactive in the beef industry. Following Williams' presentation, Hereford juniors who had completed the MBA were recognized for their initiative in taking the next step in becoming an advocate in the beef industry.

Through the education of the MBA program provided by the beef checkoff program, we, as breeders, producers and consumers, can educate the public. To learn more about the MBA course, visit www.beef.org/mba. **HW**

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