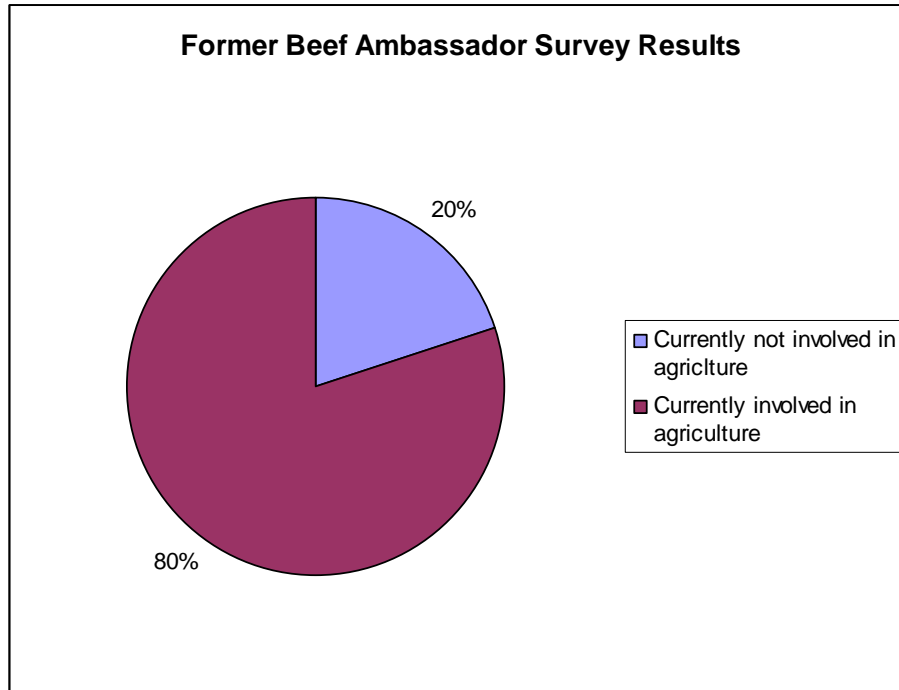


Former Beef Ambassador Survey Results and Comments July 2009



Brief description of beef industry related activities you are involved with.

Caitlin McSpadden, AZ 2002

I teach high school Agricultural Education, serve as the local FFA Advisor and am also involved in our local Cowbellees as well as with the State and National CattleWomans' Organizations. I assist in our state Beef Ambassador Program and serve on the recruitment committee. I am strongly involved in the National Agricultural Association of Educators (NAAE) and was recently recognized as one of the two top teachers of Arizona within the Teacher Turn the Key award. I serve as the education chair for an organization called SACPA, or Southern Arizona Cattle Protection Association and also participate with the YCI, Young Cattlemen's Initiative which was founded in my home state of Arizona. Lastly, I also am involved in the production aspect of the beef industry as my husband and I own a farm and raise Brangus cattle.

Randi Walden, GA 2004

As a 4-H Program Assistant, I have organized and led my local 4-H cattle club. Through our club, more than sixty young people have had the opportunity to exhibit cattle and learn about the beef industry through tours and classes. I have also participated on the ABAC Beef Team. Through participation, I received training from the GA Beef Board on Industry issues as well as how to properly communicate with consumers while I worked at a local grocery store passing out information and recipes to customers who were passing through the meat section. Along with these activities, I was also fortunate enough to intern with the GA Beef Board during our 2009 Cattlemen's Convention.

Laura Nelson, WY 2005

In college, I was involved with the Sigma Alpha Professional Agriculture sorority, where we often helped out the county cattlemen in hosting their Ag Expos and other events. I also remained active in the Wyoming State Beef Ambassador contest, serving as a contest judge for two years and a contestant chaperone to the national contest one year. I interned with the National Cattlemen's Beef Association at their 2007 Annual Conference and did an internship with Certified Angus Beef LLC last summer. As a recent college graduate, I am now a full time CAB employee.

Melissa Green, CA 2006

I am currently a graduate student at Colorado State University where I am working on my Masters degree in Meat Science. The research I have been primarily working on involves the prediction of beef carcass tenderness.

Peter Scharpe, MN 2006

In 2008, I interned with NCBA at their annual convention in Reno, Nevada. That same year, I worked on the ISU Block and Bridal, Farm Tours committee in order to educate elementary school children about agriculture. Upon graduating from college I have returned to work on my family's Angus farm.

Amanda Nolz, SD 2006

After serving as the 2006 National Beef Ambassador, my life has been dedicated to the beef cattle industry. In the summer of 2007, I worked as an intern at USDA Ag Marketing Service in the Livestock and Seed Program in Washington D.C. The next summer, I studied abroad in Argentina, learning about the global agriculture industry while polishing my Spanish skills. Upon my return, I started an internship in Minneapolis with BEEF Magazine. As a result of that internship, I worked as a freelance blogger during my senior year of college. This has translated to a career as an agriculture writer and speaker, where I blog for BEEF, as well as write for various local agriculture publications. I have returned back to my hometown to be close to my parent's cattle operation, as well. I'm also a member of the S.D. Cattlemen's Auxiliary, the Masters of Beef Advocacy and Team ZIP.

Londa Johnson, MN 2007

Prior to being selected as a national beef ambassador, I served as a state beef ambassador. At college, I am very involved with Sigma Alpha-a professional sorority for women in agriculture. In Sigma Alpha, I have helped with our philanthropy project-Ag in the Classroom. With this project, we have gone into classrooms to promote agriculture, including the beef industry. Another project I am helping with is to get Trent Loos to come speak at campus this fall. Sigma Alpha is organizing this event to help promote agriculture awareness on campus. Although this project is still in the works, I am excited to have Trent come and motivate the students at UWRF. I am also extremely involved with UWRF Dairy Club. With Dairy Club, I have served as yearbook business manager in 2007. This past year I had the honor of serving as president for dairy club and this fall I will be serving as the sale business manager for our live heifer sale. In dairy club, we also strive to promote agriculture - especially in the classroom. Each year dairy club helps at our farm day event. During this event, more than 500 elementary age students come to the UWRF campus to learn about all aspects of agriculture. I have helped by putting together and presenting a session on the dairy industry.

Leticia Varelas, NM 2008

I have stayed involved by giving classroom presentations about beef to middle school and elementary age children. Since being an Ambassador, New Mexico Cattle Grower's has invited me to help at their conferences and attend some meetings. I am involved with New Mexico CowBelles and Farm Bureau. Currently I am Interning in Marketing Programs at the USDA in Washington, DC.

Caitlin Williams, AZ 2008

Member of Collegiate Cattle Growers Association at the University of Arizona, Member of Young Producer's Council and Young Cattlemen's. Currently work with 4-H and FFA members and students educating them about agriculture in beef production, care, evaluation and showing.

Brad Copenhaver, VA 2009

I'm currently a National Beef Ambassador. This upcoming year at Virginia Tech, I will be working with beef producers and advocates to create a student organization that is backed by and affiliated with the Virginia Cattlemen's Association.

Thoughts or comments regarding the NBAP.**Caitlin McSpadden, AZ 2002**

Keep it around, please. For the sake of the youth of our country, they need something positive and uplifting to be involved in. Agriculture is seeing many changes currently, and this is a program that can afford to change, but only if it is changing for the right reasons, and those reasons are to bring youth in a positive environment surrounding agriculture that encourages them to advocate the beef industry for years to come. The NBA program is the ideal for this.

Melissa Green, CA 2006

The NBAP was an opportunity to learn more and inform consumers about one of the vital industries in the United States. Accepting the challenge of becoming a Beef Ambassador turned out to be the decision of a lifetime. The NBAP is an experience that helps to mold the next generation of agriculturalists. It educates our youth on pressing issues while also helping to develop their skills in leadership and communication.

Randi Walden, GA 2004

This program allowed me to meet so many amazing individuals that I know will be the leaders of our industry in the future, and just show me the importance of what one person can do in voicing the positive outlook on the beef industry. I am very thankful for my experience with the Beef Ambassador Program!

Laura Nelson, WY 2005

I really can't say enough good things about the NBAP. I know it sounds cheesy, but it was one experience that truly changed my life. I learned so much during my time as an ambassador, a lot of which I still use in my career and personal life. I still love running in to people who I met and formed relationships with as an ambassador – after that year, the beef industry seemed like a small community to me. No matter where it has been – whether in job interviews, casual conversations or academic pursuits, having a background as a National Beef Ambassador has been an immense asset. Carol and state program coordinators have done such an incredible job in making it a program that truly impacts the beef industry and also leaves a mark on the lives of students involved in it. I always felt like what we did as ambassadors really mattered, and hopefully made a difference in the industry we are so passionate about.

But, most of all, I still love surprising people with random beef 'sound bytes' that are forever stuck in my head☺.

Melissa Green, CA 2006

The NBAP was an opportunity to learn more and inform consumers about one of the vital industries in the United States. Accepting the challenge of becoming a Beef Ambassador turned out to be the decision of a lifetime. The NBAP is an experience that helps to mold the next generation of agriculturalists. It educates our youth on pressing issues while also helping to develop their skills in leadership and communication.

Peter Scharpe, MN 2006

The NBAP is an essential tool of the beef industry in order to educate consumers. While at school, I met several students that were not part of the College of Agriculture and knew almost nothing of production agriculture. The National Beef Ambassadors are the spokespeople for the beef industry. The anti-agriculture organizations have hundreds of spokespeople working nonstop to close our industry. We are outnumbered. With these organizations spreading lies and mistruths, we, as an industry, cannot afford to lose any opportunity to promote agriculture and to show the public what the beef industry is really like.

Amanda Nolz, SD 2006

The NBAP is an investment in the future of the beef cattle industry. It creates leaders and builds relationships across the country. More than that, ambassadors build demand for beef with their knowledge and enthusiasm. I think the NBAP is a program that can truly make a difference, and I hope my sisters (ages 17 and 12) will have the opportunity to experience it as I did.

Londa Johnson, MN 2007

I sincerely hope this program continues to make a positive impact on American consumers. The NBAP is a very important part of promoting our products and telling our story. I am 110% confident that if the funding for this program continues you will reap amazing rewards with the impact the ambassadors can make. They have the ability to connect with consumers and tell the story of production agriculture in a positive light.

Leticia Varelas, NM 2008

I had never met a vegetarian or someone who strongly opposed beef production before becoming a beef ambassador. The training I received and experiences I had helped me become more aware of these ideas and how to react in a situation involving them. The NBAP taught me to look at the big picture, and even though good beef starts out with good production, consumer relations also play an important role.

Caitlin Williams, AZ 2008

I can only hope to give back to the industry in some small form as a result of this beef ambassador program. I can honestly say that my time served as a National Beef Ambassador was the most valuable and inspiring time of my life and I hope that others will continue to have the opportunity that I have had.

Brad Copenhaver, VA 2009

This program has had a tremendous impact on my life, and I would not be the same without it. The beef industry is lucky to have a program that reaches so many consumers while building up the next generation of beef advocates.