



Around THE WORLD

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Hello to everyone. I hope all is going well with you. It's that time of year—the grass is turning green, the trees are gaining leaves, sales and shows are underway, and the National Junior Limousin Show is just around the corner. Livestock shows are great avenues to get our product noticed, and for junior showman, it's a great way to learn the values of hard work and responsibility.

The other day I was surfing the TV, and I came across a show on HBO that caught my attention. "Death on a Factory Farm" follows the undercover investigation of a hog farm by the animal rights group, The Humane Farming Association (HFA), and the resulting court case against it.

Watching this show reminded me that as cattle producers we are always in the public eye. You never know when someone might be watching you—it might be when we are feeding your cattle in the pasture, hauling your cattle to the local sale barn, or showing you cattle at the state fair.

As a kid I remember a lady coming up to me at the Oklahoma State Fair and asking me questions about my steer—how I treated him, took care of him and so forth. At the time I was too young to realize why she was asking me those questions, but that same year there was a big uproar in Oklahoma City about how the show animals were being handled and taken care of.

It was all over the news and animal rights activists were all over the fairgrounds trying to find anyone they thought might be mistreating an animal.

We are always in the public eye whether we like it or not. Livestock shows are great ways to educate the public about the cattle industry. We just need to think about our actions when we are handling and working with our cattle. Think about it, the majority of people at state fairs didn't grow up on a farm or ranch and simply don't understand why we do the things we do.

We spend a lot of time and money on our show cattle, and livestock shows are really our only public forum. So why not take advantage of that and show the public that cattle people are hardworking, have integrity and take great pride in their profession. It is in our best interest to take the time to talk to and educate people so they can better understand the reasons why we do certain things.

During this show season we should think about how our actions can have both positive or negative impacts on our public image. We all need to work together to ensure the next generation will have the opportunity and privilege to show Limousin in the years to come. Showing is one of the great youth activities we have today and one of the best ways to promote our cattle. **LW**