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Positive Attitudes are Contagious

Just when we think spring has arrived, here comes another dose of winter. As I write this article, mid-April, we have had a few days of green grass weather. At the same time, nearly 30 inches of snow is forecast in South Dakota and a large cold front is sweeping the nation. Consequently, it looks like a late spring for grass in most parts of the country and then there's the flooding in Nebraska, Iowa and Missouri. The adversity of these extreme weather conditions creates hardships on agricultural communities across this great United States.

Positive attitudes can become difficult for breeders to maintain. These are trying times in the world around us from political views to the global economy. I will not delve into the politics of our nation, but I would like to address the political divisions we have in our country with no energy to find a good-for all solution. This non-cooperative action sends a message across the land increasing uncertainty and frustration. Negative attitudes are addictive and infectious. It is important to compare this to how we function as a breed. Cooperation and unity are essential if we are to grow our breed!

There are many positives to focus our efforts upon and to be optimistic about that will build a better future for the Shorthorn breed.

We can start this building process by concentrating on several constructive areas. For example, the new Mission and Vision Statements and Core Strategies and Objectives will help build a stronger and better Shorthorn Breed. Many of these focal points have been addressed in the

past, but are now being made a priority.

Over the past three weekends, we had some fabulous Shorthorn sales. The demand for good Shorthorn genetics is proving to have more value. The positive attitude of those producing and those purchasing Shorthorns carries on. This little run of weekend offerings started in Texas with a great sale where the demand for young show stock was bringing premiums. Then on to Ohio for a very successful bull sale; proving that there is a strong market for good Shorthorn bulls. The industry is recognizing the value of Shorthorn genetics. The third weekend in Oklahoma saw two back-to-back sales sponsored by several families and breeders joining together with a positive plan to offer Shorthorn genetics to the industry and breed. These two sales were comprised of a few consignors with a common goal - to produce and market good Shorthorn Genetics. The market was strong for all aspects of the breed, from embryos and semen to show heifers, replacement females, bred females and donor cows. These folks over the past three weeks have focused on producing and offering good cattle with performance data and pedigree acceptance. The results speak for themselves with success for the breeders and the breed. The credit goes to the breeders for their efforts in being leaders in our great breed.

I have focused on this three-week run of sales and those members and breeders who made it happen because it proves how success can be achieved even when there are adversities to overcome. If you stay positive and work at having success, the

upbeat confident attitude becomes very contagious.

We have several activities in place and being planned to continue the positive movement of the breed. In 2021-2022, the ASA celebrates its 150th anniversary as the oldest beef breed association in the United States. The ASA Board has commissioned a 150th anniversary commemorative book to be published as part of this celebration. The early chapters are already written, with some cool and interesting historical facts; such as the Shorthorn influence in the origination of the Angus breed in England. This book will be a must have item!

Behind the scenes at ASA we are in the organizational phases of designing a new advertising campaign for TV and print with Grant Co. advertising firm. This will be an exciting three-year project to promote our great breed.

Shorthorn families with junior members are preparing for the Junior National in Lebanon, TN in June. This is a great family affair and the largest Shorthorn event of the year!

We have had fantastic participation in the GEHP program to get Genomics recorded on the young females in the breed. Data from the Illinois Herd Sire Test is being promoted in the industry.

Many breeders are now selecting their best in preparation to show the cream of the breed at fairs and national shows this year.

It is time to get excited about our breed. The message and positive attitude each of us share daily in the industry and with other breeders is contagious – catch it! 📷

American Shorthorn Association Mission Statement

The mission of the American Shorthorn Association is to serve all members and enhance the value of the Shorthorn breed by managing data, maintaining the integrity of the herdbook, educating members and communicating the value of Shorthorn cattle resulting in the expanded use of Shorthorn genetics in the U.S. beef industry.

American Shorthorn Association Vision Statement

Be recognized in the industry as a viable British breed that creates profitability in beef cattle production, with a family friendly environment.

Core Strategies

Educate, equip and empower our members

Increase commercial interest in Shorthorn genetics

Continue to develop and support the Junior program

Invest in research and development to enable breed improvement