



## NBAP - Rapid City, SD by Judy West

The 2011 National Beef Ambassador competition was held at the Ramkota Best Western in Rapid City, SD on the first weekend in October. Our Wyoming Beef Ambassador, Ashley Kalco, traveled from her home outside of Laramie on Thursday afternoon to my home and was my guest for the night. We had a very good visit and talked over all the expectations for the contest. On Friday morning we met with my granddaughter, Ashlyn West, and headed out for Rapid City. (When I attended the ANCW summer meeting I found out that there would be a junior contest along with the senior event. The Wyoming members got together and decided to nominate Ashlyn for participation if she was in agreement.) We arrived at the hotel about 2:00 p.m. with plenty of



Ashlyn, Ashley and Judy standing in front of Mount Rushmore in the Black Hills of South Dakota. Courtesy photo



Ashlyn West and Wyoming Beef Ambassador Ashley Kalco at the 2011 National Beef Ambassador competition held at the Ramkota Best Western in Rapid City, SD. Courtesy photo

time to check in and get acquainted. Contestant and volunteer meetings were held from 3:00 to 5:30. Dinner was served at 6:30 followed by a motivational speaker and a young lady of the Lakota tribe who was a champion hoop dancer. The evening ended with introductions of all the contestants and drawings for order of participation in the competitive events.

Saturday events started early as contestants were sequestered in meeting rooms before breakfast. They were not allowed to make any contacts outside the meeting rooms and were conducted by

South Dakota CattleWomen to each of the competition rooms. I was the keeper of the inside door for the junior contestants so I was able to hear all of their speeches. Juniors were required to give a 3-5 minute speech on some aspect of the beef industry and then went through a short interview with the judges.

Seniors had four categories and moved from room to room in 15 minute intervals. Two elementary teachers judged the education component which involved going through note-  
*Please see ANCW on page 2*

## From your President

What a gorgeous fall we've had so far! I couldn't have asked for better weather as I drove to several county meetings and to Rapid City, SD for the National Beef Ambassador Contest. I'm sure it helped everyone's fall work and ag expos go more smoothly as well.



It's been a real treat to travel across the wide-open spaces and beautiful mountain passes without much traffic. It's given me the opportunity to recognize and appreciate what a huge and awesome presence the cattle industry and agriculture have in Wyoming. Those of us involved in agriculture see things from our own perspective and I began to wonder what other travelers see through their windshield.

We see a string of cows lined out on a trail and know they're either headed to water or back to graze. When a group of cows are lounging on a hillside chewing their cud, we know they're satisfied for awhile or are hiding from the wind. If a windmill is in working order, the rancher probably made his own repairs. Brown or green "spots" on a roadway can indicate that cows recently trailed through and you'd better be on the lookout. What do you suppose these things mean to a busload of schoolkids, a family driving through Wyoming on vacation, or to a cross-country trucker? Do you think they even notice?

I saw signs on roadside fences near Ellensburg, Washington last May that told what crops were being grown and I thought that was a great idea. There are quite a variety of "BEEF" signs put up by CattleWomen groups or ranches and that is a great way to let others know we are proud of what we grow. There's a sign at a rest area near Meeteetse explaining how the cattle industry has evolved and how it benefits the landscape. I hope that other travelers are pay attention too and come to realize how important agriculture is.

The world population is growing. Fertile farm and cropland is being covered by subdivisions. The number of farmers and ranchers is shrinking and we are an aging population. Foods imported from other countries are not always produced by the same high standards as our USA products. We can't sit back and expect others to realize these things unless we help them see things from our perspective.

The Beef Ambassador Program is a great help also and I am asking each affiliate group to take some time at one of their next meetings to brainstorm a list of possible contestants, and then go out to recruit them.

So, let's keep working and to promote our beef and to teach others about the importance of agriculture and the cattle industry! I'm proud of everything you do and I thank you.

I hope you and your families enjoy the holiday season. Be sure to watch for WCW cowbell decorations at the lighting of the Capitol Christmas Tree on December 7<sup>th</sup>.

Ladonna Good  
WCW President

## COMMITTEE FOR REGION V

Mark out the dates of April 28-30, 2011 on your calendars and plan to join CattleWomen from Wyoming, Colorado, Montana, Washington, Idaho, and Oregon for a weekend in Sheridan, Wyoming for the ANCW Region V meeting.

Wyoming CattleWomen are hosting the event and the planning committee is working to make it both fun and educational. Incoming ANCW Vice-President, Tammi Didlot from Oklahoma plans to be there to let us know what's going on at the national level and it's a great opportunity to hear what other groups are doing.

A tour of Don King's Western Museum and dinner at the historic Sheridan Inn are planned as we highlight the history of the area and continue to recognize the 70 years of Wyoming CattleWomen.

Watch for registration details in the next Beef It News. We would appreciate help from county groups by way of donation, door prizes, silent auction items, or tokens for the "goody bags." Items made in Wyoming or promoting the state would be great. We'll accept items anytime, but will gather them at the spring meeting of WCW. Donations can be given to any WCW officer or Bobi Lentz.

## MEETING ANNOUNCEMENT



Let's hope the weather will be favorable for all to travel to Casper on Thursday, December 2, 2010 for the winter meeting of Wyoming CattleWomen. It will begin at 10:30 a.m. at the Ramada Plaza Riverside with lunch to be ordered from a select menu. The address is: 300 West F Street located north of I-25 between the Poplar and Center St. exits.

Agenda items will include results from the National Beef Ambassador Contest and planning for the 2011 Wyoming Beef Ambassador Contest. Details of the ANCW Region V meeting will be discussed as well as new beef education and promotion ideas.

Some of you may be wondering why we aren't meeting during the Wyoming Stockgrower's Convention. It is my hope that we can take care of business earlier in the month so there is more time to prepare for the busy holiday season and perhaps make it more enjoyable for those who also attend the convention. Think of it as two opportunities to keep up with industry issues, to socialize, and to shop!



Visit our new and improved website at:  
[www.wyocattlewomen.org](http://www.wyocattlewomen.org)

# NATIONAL & STATE NEWS

## Collegiate CattleWomen's group make debut at UW

**Laramie** – This fall UW has added a Collegiate CattleWomen's Club to its roster of on-campus organizations. Started by National Beef Ambassador Becky Vraspir, the idea is already gaining popularity.

"Fourteen girls already signed up, which I find pretty exciting. We held a meeting about two weeks prior to class letting out this spring and at that point most students aren't interested in activities for the fall, so to get that amount of interest was great," comments Vraspir.

The goal for the group is to get college-aged women together who share an interest in the beef industry, explains Vraspir, who hopes students from all aspects of the ag industry will consider joining. The Collegiate CattleWomen will be a unified group in support and promotion of the beef industry.

"Through the group I'm hoping to do some consumer education and promote ag to people of all ages. From elementary schools all the way up to fitness groups and any other organizations that will listen. Being active on campus will provide a lot of opportunities too," notes Vraspir.

To become an official, recognized group by UW, a petition with a minimum of seven signatures was submitted. The petition explains the purpose of the group, notes where they will meet, names an advisor and includes a constitution and bi-laws.

"We are working on our constitution and bylaws at this time and hope to have everything completed and turned in during the first week of classes this fall. Our advisor is Professor of Animal Science Christy Cammack," says Vraspir. "One thing that will be mandatory is that each member complete the Masters of Beef

Advocacy (MBA) program through the National Beef Cattlemen's Association (NCBA). I feel that is a very beneficial tool that will help the girls in communicating with consumers and in promoting ag in general."

Vraspir says the American National CattleWomen have a collegiate membership the UW group would likely join. "Being affiliated with them and attending the cattle industry conferences and seeing what is being done at the national level is something I would like to see happen with this group," she says.

Colorado State University (CSU) in Fort Collins, Colo. has a very active Collegiate CattleWomen's group, and Vraspir has been in contact with their advisors. "Maybe in the future we can get together for some promotional things and to meet other Collegiate CattleWomen members," she comments.

Of her reasons for starting the group, Vraspir says, "I want girls to be aware that there is a state group and a lot of county CattleWomen's groups that they can be involved in once they're out of college. Increasing awareness is a great way to get younger members in those groups too. It's also a great way to promote the beef industry and to meet people with similar interests.

"So far we have a very diverse group with members from around the state and some from out of state and we expect to add more with the incoming freshmen," says Vraspir.

*For more information on the UW Collegiate CattleWomen's group email Becky Vraspir at [rvaspir@uwyo.edu](mailto:rvaspir@uwyo.edu). Heather Hamilton is editor of the Wyoming Livestock Roundup and can be reached at [heather@wylr.net](mailto:heather@wylr.net).*

## Wyoming Collegiate CattleWomen

We have had a few meetings already this semester and have been working on raising funds for our group. We are selling "I Heart WYO Beef" t-shirts,



(Left to Right, back row: Sara Haines, Kaycee Stagner, Amanda Jones, Layne Wiebe, Hailey Lockwood, Kailey Barlow, Sarah Notti, Oaklee Anderson, front row: Becky Vraspir, Heather Stevens, Madison Boyd, Brandi Simonsen, Alicia Komloski, Kaitlynn Glover, Beth Wood, Jessie Allen, not pictured: Hazy Nielson, Lauren Schiermiester, Holly Kennedy, Kayla Bish, Shelly Gerstner)

they are brown with gold writing. If you are interested in purchasing one or multiple t-shirts to support us, please contact me via email [rvaspir@uwyo.edu](mailto:rvaspir@uwyo.edu) or the Wyoming

Collegiate CattleWomen Facebook Page!

This semester we have heard from Dr. Kristi Cammack about a trip she took to Brazil to set up a student study abroad program. It was a great

opportunity for us to learn a little about international agriculture and beef production.

We are planning on attending the Wyoming Stock Grower Winter Roundup in December and possibly the Cattle Industry Winter Conference in Denver, CO in February, if we can raise the funds for it.

We would love to have people come to our meetings and talk to us about important topics in the beef industry that affect our future. If you have any ideas for us, please let us know! Look forward to seeing you all soon.

*Becky Vraspir  
-Wyoming Collegiate  
CattleWomen - President*

## Oaklee Anderson-Member Profile

From her hometown of Shoshoni, Wyoming, to a student at the University of Wyoming, Oaklee Anderson is committed to agriculture and her faith. Oaklee just transferred to the University of Wyoming as a junior in communications and a minor in public relations. She is a member of the Wyoming Collegiate CattleWomen's club and also participates in Collegiate FFA. She grew up between Riverton

and Shoshoni, Wyoming and graduated from Shoshoni, where her and her family raised and nationally showed Targhee breeding sheep and club lambs. While back home, she participated in 4-H for eleven years and also joined the FFA, for which she served as a state officer. She hopes to one day serve a non-profit faith based organization, ideally in agriculture.

*Madison Boyd, WCCW member*

## NBAP *continued from page 1*

books containing photos, teacher evaluations, project descriptions, etc. for each contestant and then interviewing each contestant about their classroom presentations.

The consumer presentation was quite entertaining. Contestants were given a selection of pamphlets, samples, and other consumer information to lay out on a table. Then 4 ANCW members acted as consumers at an event. They really acted their parts as one lady commented that she didn't know how to cook beef and asked for suggestions. Another tried to sneak a sample without talking to the presenter. There were also questions on organic versus conventional and grass fed versus grain fed. Contestants were judged on their knowledge of products and how they interacted with consumers.

Two local radio personalities conducted the media interviews and asked the contestants questions about the beef ambassador program, the benefits of eating beef, and farming and ranch-

ing in general.

The final category was the issues response challenge. Contestants were handed an article questioning the safety of beef and used laptop computers to write a letter to the editor correcting misconceptions in the original article. These were e-mailed to the ANCW office for judging and score sheets were emailed back. Seventeen senior contestants and eight juniors were moved through the judging process, had an hour lunch break and finished the entire contest by 2:00 p.m. It was all very well organized.

At 3 o'clock contestants, chaperones, and CattleWomen loaded on 3 buses and traveled about 25 miles to Mt Rushmore. The weather was wonderful, the scenery beautiful, and Mt Rushmore was very impressive. For most of the attendees this was a first and it was a welcome change after the day of contesting. We spent about an hour there and then loaded up and headed to Fort Hays Chuckwagon dinner and musical production. The food was very good and the entertainment was great. Then it was

back to the hotel and a good night's sleep.

The grand finale was held Sunday morning starting with a huge breakfast. We listened to a very motivational program presented by Troy and Stacy Hadrick, advocates for agriculture. And then the 2011 Beef Ambassadors were announced. We were disappointed that Ashley was not one of the chosen 5 but she represented Wyoming very well. The competition was very close and the chosen 5 were all college freshmen and sophomores. The junior competition was also very close. The winner was Amanda Nolz's younger sister. Talent runs in that family.

All in all it was a great experience for both of the girls. Ashlyn can participate again next year but the senior competitors can participate only once. Now it is time for the search to begin to find next year's Wyoming representative. The South Dakota ladies put on a great contest. The 2012 contest will be held at the Certified Angus Beef facilities in Ohio the first part of October.

## Condolence Report Committee by Betty Bogacz

**June 1, 2010-----October 28, 2010**

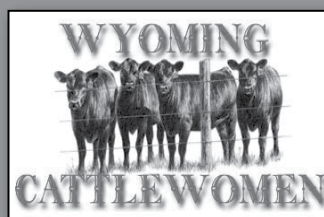
June	14	William "Billy" Alan Frank	Shoshoni
	15	Katherine J. Foster	Jackson-Fremont County
July	22	Guy "Bud" Edwards	Gillette
August	9	Sandra Sanford Hunter	Alcova-Eaton, CO
	21	Janie Leigh Moore	Douglas-Wheatland
September	6	Audrey Lindeman Shindelhauer	Casper
	16	Margaret Michelena	Shell-Hyattville-Greybull
	24	Brenda Kay Michelena Keith	Buffalo-Casper
	28	Mary Jane Harris Boyles	Gillette
October	1	Patricia Anne Jarrard	Kaycee
	1	John P. Marton	Buffalo
	10	Dorance Clayton "D.C" Berry	Cheyenne
	26	Howard Adolph Haas	Torrington

*Respectfully Submitted,  
Elizabeth (Betty) Bogacz, Condolence Chairman*

## Beef Gift Certificate Committee by Gwen Geis & Kahla Mills

Beef Gift Certificates - What a great way to give for the Holiday Season. Beef is a great meal idea for Thanksgiving or Christmas. People enjoy BEEF year round so why not help them enjoy it a little more by giving them a Beef Gift Certificate.

We have denominations of \$10.00, \$20.00 and \$25.00 for sale. Just contact Gwen Geis 307-686-7456, email [hiewe@wbaccess.net](mailto:hiewe@wbaccess.net) or Kahla Mills 307-660-1882, email [kahla88@hotmail.com](mailto:kahla88@hotmail.com). Have a Beefy Holiday Season.



*Just by being a member of the  
Wyoming CattleWomen you're helping  
to support the beef industry!  
Thank You!*

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# Ranch Families Love Beef!

*What better for a Christmas Dinner than roast beef and all the trimmings? Featured are tender and delicious roast recipes. Use a meat thermometer for the perfect doneness. Several are reprinted by popular demand from our March 2010 and November 2006 issues. Thanks to Angela Whitlock WCW V.P. for her favorites.*



I like to serve beef for our Christmas meal. By Christmas I have had more than enough Turkey!!!! So here's a recipe for Yankee Pot Roast Dinner. I'm also including a favorite Christmas cake.

## YANKEE POT ROAST

2 1/2 lb. Boneless Bottom Round Rump Roast (or chuck roast)  
1 serving Cooking Spray (or olive/vegetable oil)  
1/2 tsp Black pepper  
1/4 tsp Salt  
2 large Onions, sliced  
1 3/4 cup Water  
1 packet Onion Soup Mix  
1 1/2 Tbsp Balsamic or Red Wine Vinegar  
1 tsp Dried Thyme  
8 large Red Potatoes, scrubbed and quartered  
1 lb Baby Carrots  
1 Tbsp Fresh Parsley, chopped

1. Preheat oven to 350 F. Coat a Dutch Oven (large pot/pan with a tight fitting lid) with cooking spray (or olive/vegetable oil). Heat over medium-high heat.  
2. Sprinkle roast with pepper and salt. Place in pot and scatter onions around roast. Cook, turning roast and stirring onions occasionally, until roast and onions are browned, about 8 minutes. Pour water into pot; stir in soup mix, vinegar and thyme and bring to a boil.  
3. Cover and cook in oven for approximately 1 1/2 hours. Place potatoes and carrots around roast; cover and bake until roast and vegetables are tender, about 2 hours (maybe a bit more). Enjoy!

## PLUM NUT CAKE

2 cups Flour	2 (small) jars strained plums with apple
2 cups Sugar	1/2 tsp Baking Powder
1/2 tsp Salt	1/2 tsp Baking Soda
1/2 tsp Ground cloves	1 tsp Cinnamon
1 cup Oil	1 cup chopped nuts (I use pecans but walnuts are o.k.)
3 eggs	

1 Tbsp Red Food Color (Optional-I like for the red color!) Put all ingredients into large bowl at the same time. Mix well with electric beater until eggs are well mixed. Pour into greased tube pan. Bake in preheated 300 degree oven for 1 hour and 10 minutes (70 minutes). Cake is done when toothpick comes out clean. Remove from pan while still hot.

{Altitude adjustments: 2C -1Tbsp Sugar; 1/4 tsp Baking Powder. Bake in 325 degree oven for 1 hour.}

*Angela Whitlock, WCW Vice President*

## BRANDIED PRIME RIB

*Mary Engebretson, Past Wyoming Cow-Belle President*

8 - pound standing rib roast  
4-6 cloves garlic, slivered  
1/4 cup soy sauce  
1 tablespoon freshly ground pepper  
fresh oregano and thyme sprigs  
1 cup brandy  
1 cup beef broth

Using a sharp knife, make 1-inch deep slits, over the entire surface of the roast; press the slivered garlic into the slits. Place in a roasting pan. Brush the outside of the roast with soy sauce, sprinkle with pepper and oregano and thyme sprigs, and let roast stand at room temperature for 1 hour.

Preheat the oven to 350 degrees. Cook the roast to the preferred doneness: For medium rare, roast the beef 14 minutes per pound or until meat thermometer inserted into the center reads 125 degrees. For medium, roast 15 minutes per pound or until temperature reaches 135 degrees. While cooking, baste every 10 minutes with brandy. When the roast is done, transfer it to a warmed platter and let stand for 15 minutes before carving.

Skim and discard the fat from the roasting pan. Place the pan on the stove over medium heat and pour in the beef broth. Deglaze the pan by stirring to dislodge any browned bits. Simmer the sauce for a few minutes, then season with salt and pepper to taste. Carve the roast and spoon the sauce over the meat.

## PEPPERY BEEF RIB ROAST ~ From [beef.org](http://beef.org)

1 beef rib roast (2 to 4 ribs), small end, chine (back bone removed) (6 to 8 pounds)  
1 can (14 to 14-1/2 ounces) ready-to-serve beef broth  
2 teaspoons chopped fresh thyme

Rub:  
2 tablespoons pepper seasoning blend  
2 tablespoons minced garlic

Heat oven to 350°F. Combine rub ingredients in small bowl; reserve 2 tablespoons for au jus. Press remaining rub evenly onto all surfaces of beef roast.

Place roast, fat side up, in shallow roasting pan. Insert meat thermometer so tip is centered in thickest part of beef, not resting in fat or touching bone. Do not add water or cover. Roast in 350°F oven 2-1/4 to 2-1/2 hours for medium rare; 2-3/4 to 3 hours for medium doneness.

Remove roast when meat thermometer registers 135°F for medium rare; 150°F for medium. Transfer roast to carving board; tent loosely with aluminum foil. Let stand 15 to 20 minutes. (Temperature will continue to rise about 10°F to reach 145°F for medium rare; 160°F for medium.)

Combine broth and reserved rub in small saucepan; bring to a boil. Reduce heat; simmer 5 minutes. Stir in thyme; continue simmering 2 minutes.

Carve roast into slices. Season with salt, as desired. Serve with au jus.

Whitman Christmas Tenderloin Dinner

## MUSHROOM STUFFED BEEF TENDERLOIN:

1 Tbs oil, preferably olive.  
3 cloves garlic  
1/2 lb leeks, quartered lengthwise and sliced (wash and prepare day before use)  
10 oz fresh mushrooms sliced (clean and prepare day before use)  
2 tsp salt, divided  
3/4 tsp dried thyme  
1 tsp black pepper, divided  
1 cup dry sherry, divided  
1/4 cup plain, dry breadcrumbs  
1 whole beef tenderloin, 4 to 6 lbs trimmed.

Preheat oven to 500 degrees F. In large skillet heat oil over medium heat, add garlic, cook 1 minute, then stir in leeks. Cover and cook 5 minutes stirring occasionally. Stir in mushrooms, 1 1/2 tsp salt, 3/4 tsp thyme, and 1/2 tsp pepper. Cook, stirring until mushrooms begin to give off juice, 4 to 5 minutes. Increase heat to High. Add 1/4 cups sherry; bring to boil. Cook until most of liquid evaporates – about 2 minutes. Remove from heat; stir in bread crumbs.

Cut pocket in meat by slicing tenderloin almost in half lengthwise. Arrange twelve, 12 inch pieces of kitchen string about 1 inch apart on the work surface. Place tenderloin horizontally across string. Open pocket; spoon in half of stuffing. Fold narrow end of the tenderloin over to make shape more even. Close pocket and tie tenderloin securely with kitchen string. Place on rack set in roasting pan. Add about 1 cup water to bottom of pan—meat should be above the water. Sprinkle meat with remaining salt and pepper.

Roast 5 minutes at 500 degrees F. Reduce temperature to 400 degrees. Roast, basting occasionally with pan juices. For medium rare, roast approximately 40 to 45 minutes (125 degrees on meat thermometer). Tent with foil and let stand 15 minutes before slicing—meat will continue to cook. (Do not slice until ready to serve—meat cools too quickly).

For sauce place roasting pan over 2 burners at high heat. Add remaining sherry and bring to boil. Cook until slightly reduced, about 2 minutes. Stir in remaining stuffing. Cook until pan juices thicken, about 2 minutes. Serve sauce with beef. Makes approximately 14 servings. Have everyone seated while the meat is standing and before you start carving. This is the time to say your blessing and serve your salad.

We usually serve steamed broccoli, wild rice (meat sauce is great over the rice), fresh asparagus, hot rolls, and red wine. We look forward to leftover tenderloin for sandwiches or with eggs the next morning for breakfast.

We found this Beef Tenderloin recipe in "Woman's World" magazine in 1995 when I was looking for yummy light recipes...and of course beef tenderloin is always right up there! We've been doing it for Christmas dinner ever since. Dave makes sure we have the tenderloin, I get the other supplies and help prep the veggies & our sons & daughters-in-law do all the prep for getting the beautiful, delicious meat in the oven and to the table. Our family would rebel if we didn't do this for our Christmas dinner...it is wonderful, tasty, moist...and the prep is part of the celebration.

*Dave & Ronda Whitman, Laramie*

## NEVER-FAIL CAJUN ROAST BEEF

*Judy West, Wyoming CattleWomen Past-President*

This is a good recipe for preparing both the choice and cheaper cuts of beef. It also works well on elk roast.

1/4 cup instant minced onion  
1/4 tsp instant minced garlic  
1 tbs salt  
1 1/2 tsp ground black pepper  
3/4 tsp crushed red pepper (optional)  
1/4 cup water  
1/4 cup vinegar  
5-pound beef roast (rump, chuck, rolled rib, etc)

Combine the first 7 ingredients and let stand 5 minutes. Cut 1-inch slits in all sides of the meat. Pry open slits and fill each with about 1/2 tsp of mixture. Pour remaining mixture over surface of roast. Roast may be covered and marinated as long as overnight, but I often roast it immediately.

Place roast on a rack in a roasting pan and cover with a lid or foil. Bake at 325 F. for 3 1/2 hours. You may remove cover 40 minutes before cooking time is up to allow meat to brown. Pan drippings may be used to make a delicious gravy.

## FOOLPROOF RIB ROAST

*Lili Turnell, Meeteetse*

1 rib roast, any size  
Lawry's seasoned salt

Sprinkle seasoned salt over rib roast. Place in open roasting pan, rib-side down. Roast at 375 degrees 1 hour. Turn oven off and keep door closed until ready to continue cooking, taking care that door is not opened. Between 30-45 minutes before dinner, turn on oven again to 375 degrees. Potatoes may be added at this point. Regardless of the size of roast, it will be well browned outside and rare inside. For more well-done meat or at high altitude, add more time in the final reheating. (I usually put my roast in about 10:00 a.m. and then cook it about 45 minutes at the end). I live at 6900' and this works great every time. The ends will be well done but the center is a juicy medium rare. When using a small roast I do cut the end cooking time to 30 minutes.

We always serve this at our ranch employee Christmas party. It is a big hit every year!

# COUNTY Happenings

## Crook County CattleWomen

Weston County Cow Belle's invited Crook County CattleWomen to their October 19, 2010 meeting held at Newcastle Country Club to hear the message Wyoming CattleWomen President, Ladonna Good had for the 2010-2011 year.



WCW President Ladonna Good

Weston County served a wonderful luncheon, beautifully decorated tables and each person received a wreath pin decorated with fall colors, feathers, and cow bell which added to our delight.

Ladonna received two lovely gifts from each county president. Weston County gave a horseshoe and candle set and CCCW Treasurer, Margaret Ellsbury, a corsage made with \$1.00 bills total of \$5.00 plus \$20.00 for traveling expenses. The two presidents of the CattleWomen groups exchanged gifts of a horseshoe jeweled wall hanger and a tea towel decorated with machine stitching with year and Cow Bell design.

Ladonna Good asked for a volunteer to illustrate a fun project for classroom experience. She decorated the person



Ladonna Good asked for a volunteer to illustrate a fun project for classroom experience. She decorated the person as a cow and explained the importance of a cow's features such as ears, tongue, 4 part stomach, feet, hide, tail and mammary glands.

as a cow and explained the importance of a cow's features such as ears, tongue, 4 part stomach, feet, hide, tail and mammary glands.

I have included the volunteer's completed look for you.

## Goshen CattleWomen

Fall has been busy in Goshen County with our annual 4th Grade Ag Expo on September 23, 2010 for 200 Goshen County students/teachers. The school buses first stop at the sale barn and are greeted by Shawn Madden, Eleanor Jones and Wilma Baldwin. We proceed to the fairgrounds, and the students are divided into groups. They visit about 12 different ag-related booths from sheep shearing, soil erosion, branding, electric safety, predator control, goats, stock dogs, meat identification, etc. We

serve a beef sandwich and bake 500 cookies!!! The Goshen County FFA clubs participate in directing traffic, setting up tables/chairs and Farm Bureau helps with money towards the event's expenses. Brooke Gerke with Wyoming Ag in the Classroom conducts training classes for all the teachers in the morning and was assisted this year by our state and national Beef Ambassador, Becky Vraspir. Kim DesEnfants always does an outstanding job chairing this event. Also, we

participated in a gift basket for Community Health Care Foundation fundraiser with a beef gift certificate and gave a newspaper subscription from Wyoming Livestock Roundup to the local library. Our Christmas dinner will host speaker Dan Halstrom, Senior VP Marketing and Communications for the US Meat Export Federation based in Denver, CO. Come join us on Dec 5, 2010; 5:00 p.m. @ Little Moon Supper Club, east of Torrington.

Donna Cay Heinz, Publicity

## Green River Valley Cow-Belles

As I am writing this Ann Barney and I are sitting at our booth. We set it up at the Rendezvous Pointe Craft Fair in Pinedale. The craft fair is sponsored by the Senior Center to help them raise money for their activities. The new quilt has 185 brands on it in a peach and emerald green color combination with a center panel of a cow-girl with her trusty ranch dog trailing cows out of the forest. We sell raffle tickets all year until the annual Cattlemen's Banquet in March when the lucky winner is drawn. The quilt raffle tickets raise enough money to support our scholarship program. We give a \$500.00 scholarship to a graduating senior in each school district for Pinedale and Big Piney. On November 20<sup>th</sup> we will also set up our booth at the St. Anne's Catholic Church Craft Fair in Big Piney. By having our booth be part of community craft fairs, we are able to get out brochures, recipes, and flyers and individually speak with people about beef information and the

programs we help to sponsor and support.

Sandy Wright, President



Green River Valley CattleWomen/Cow-Belles new brand quilt.

## Lander Valley CattleWomen

**September:** A picnic and installation of officers was held at Marjorie Graham's Graham Ranch Inc on the Sweetwater River. Enjoying the gathering were WCW State President Ladonna Good, seventeen members and guests Dave Reynolds, Fred Tammany, Jim Allen and a cute bunch of young future cattlewomen and cattlemen! A drawing for cash was won by Duvenne Hamilton.

Reports were given on the Ag Expo and the Capitol Christmas Tree 2010 ornaments. We also heard about the Health Fair Booth May 22<sup>nd</sup>. Ladonna Good filled us in on the WCW June meeting, where she was installed as the new president.

Lander Valley new officers are Presidents Marjorie Graham-Sept/Oct/Nov, Martha Hellyer-Dec/Jan/Feb, Diane Frank-March/April/May, Beef Promotion-Angie McConnell, Beef Education-Becky Weber and Auditor-Darlene Vaughan.

**October:** The meeting was held at the Hitching Rack in Lander. Janet Givens reported on the success of our Ag Expo. Thank you, Janet, helpers and the FFA for a job well done. Mary Allen reported that

funding.

Our metal sign promotion has been completed and will be placed on the Jim Allen Ranch on HWY 287. Any of you traveling our way, look for these beautiful signs!

Janet Givens brought pictures of the Capitol Christmas Tree ornaments that were made by the members. These were delivered to the Forest Service. What fun we had working together making



2010 Capitol Christmas Tree ornaments.



A few of the ornaments made by Lander Valley CattleWomen.

an ad has been placed in the Lander Travel Guide. We will receive \$300 from Grass Roots Funding to help with expenses. We are thankful for the support of the Beef Council with that

the ornaments.

Discussion was held on our upcoming Radio/Quiz Program with WY Collegiate CattleWomen tee shirts and Beef Certificates as prizes. That will take place in November and December. We also discussed making a basket of goodies to be donated to the ANCW Region 5 meeting to be hosted by WCW in Sheridan next spring.

We've had two busy months. May all the CattleWomen be blessed in all that you do!

Marjorie Graham, President

Lander Valley Cattlewomen held their Annual Ag Expo on October 8, 2010. We hold our event at the Lander Old Timer's Arena near Lander's airport. The 3<sup>rd</sup> graders from Lander, Ft. Washakie, and Dubois were treated to some wonderful experiences. We tried some new "stuff" this year, borrowing the idea from the River-ton CowBelles, to have an 18 wheeler there for the kids to load up in. We heard mooing from the inside so know that they were really playing the role of being in the truck like cattle. It was the perfect opportunity for them to let off steam since they are confined to seats during most of the presentations. Another high light of the day was having some local ranchers bring their horses for the kids to ride. The little people are either completely excited about riding a horse or scared spitless. Once mounted, many of them forget that fear and are elated that they have gotten to ride a horse. Other presenters were a local horse shoer who passed out used horse shoes to each student, a local small animal vet

that gave demonstrations on what to do if a dog and/or cat act aggressive, a freshman in high school student who brought his rabbits and chickens and sold the students a bill of goods on every rabbit and chicken breed that exist, Hereford heifers, a pen of sheep, and Dr. Dirt from the local soil conservation agency. Each



Dr. Jewel Harrison-Shatto DVM giving a demonstration at the 2010 Annual Ag Expo.

of the presentations will hopefully spark some interest for each of the 3<sup>rd</sup> graders who attend.

We always make sure that there are hand-outs at each booth that provide more learning materials for both the students and the teachers. This year we handed out the packets that Judy West has to increase the awareness of the world of ag. Hands on experiences seem to stick in the minds of the kids. Our local FFA chapter advisor told us that his freshman classes will often tell him that they remember the Ag Expo. This is exactly what our mission is...to make some aspect of the Ag Expo stick. If they are remembering from 3<sup>rd</sup> grade to Freshman year, we feel we are successful.

Janet Givens



### Laramie Peak CattleWomen

*Note from your editor: This news article and the pictures were accidentally left out of the last issue of Beef-It. Apologies to loyal contributor of news Donita Graves and LPCW.*

Whoa...where has this summer gone? Since our last communication, the Laramie Peak CattleWomen were winding down from calving season, and now, we're gearing up for the routine Fall cattle working session.

LPCW did join with their counterparts, the Laramie Peak Stockgrowers, for a potluck supper the end of May. Dates for upcoming events were confirmed and volunteers stepped forward to assist in making these functions actually happen. In early July, we again hosted the Push America bicyclists for a BEEF supper as they pedaled across the country. Shirley Shockley opened up their home to welcome these exceptional young men. Other members were present to prepare & serve the meal and to mingle with the group to inform and promote our way of life. Mid-July found us gathering at the city park in Wheatland for our annual picnic. Business items are minimal at this time as the purpose of the picnic is to enjoy each others' company and eat!

Local fair is over for another year. Assessing the events that are offered to the public by the Fair Board, it's obvious that the contributions of the LPSG/LPCW are a major presence on the fairgrounds during the week. For the 11th year, the Photo Contest drew interest from residents of all ages. 98 entries challenged our judges to select the winner for each of the 5 categories and a final top "Judges' Choice" winner. The partnership with the local newspaper, the Record-Times, makes this

contest affordable since they advertise the contest at no charge to our organization. This gives us more money to offer as prizes in the form of our home grown Beef Certificates redeemable at a local grocery store. The committee is considering a money-making project of packets of note cards featuring photos from past contests. More research is needed for cost analysis, salability, etc. before we make the commitment to proceed with the venture. CattleWomen continue to sponsor PeeWee Showmanship and assist the LPSG with the Supreme Cow Contest. We opted not to have a parade float since so many members had other obligations during this election year.

The wheels are in motion for the Ag Expo to be held in mid-September with members accepting the responsibilities for this important teaching event. A regular business meeting, with time & location to be announced later, will be held in late September. Grasshoppers excluded, it's been a good summer to be in the cattle business in Platte Co. Grass is abundant, the hay inventory is growing, cattle prices are paying the bills, and we retain the optimism for our future.

**Donita Graves, Publicity**



Push America cyclists getting "beefed-up"



LPCW/LPSG Summer Picnic

After an incredibly beautiful Fall, blustery days are creeping into Platte County reminding us that Winter is on it's way. Everyone is hurrying to complete their seasonal duties before they slip into the routine of daily feeding chores and watching weather patterns.

The Laramie Peak CattleWomen have been loafing since all the activities of the local fair. On Sept. 22nd, the annual Ag Expo was held in the big barn at the fairgrounds.

We cater to all the 3rd & 4th graders from schools in Chugwater, Glendo and Wheatland.

Approximately 150 students visited the ten different stations that offered an educational opportunity representing some area of agriculture.

Bee-keeping was added this year as we're always looking for a new cooperator to remind the kids that agriculture touches many areas of their lives. Our FFA student supply for assistance was a bit skimpy as they



The cross-cut of a honey comb lured students at the Ag Expo

had a scheduling conflict, but Judy West rearranged her help to cover the shortage. When the students were reloading the buses, packing their sacks of goodies and chattering about their experiences, we felt the day had been successful. Brook Gerke from Ag in the Classroom loaded the teachers with informational materials of continuing education during the remaining school year.

The LPCW meeting to wrap up events of the year was held on Oct. 28th with a no-host luncheon.

Committee reports

were given followed by a discussion of changes for improvements of our different projects. Cynthia Pedersen will approach one of our local businesses that assembles decorative gift baskets about the possibility of including our brand napkins in their creations. Judy West has been communicating with our local monogramming & print shop on the feasibility of making T-Shirts featuring brands of Platte Co. Both these projects have the potential to be money-makers.

It was announced the annual banquet will be held on Dec. 11th at the 4-H Building with the meal being catered. Members will be informed of details as the date approaches. Re-energized, the Laramie Peak CattleWomen remain dedicated to the main purpose of our existence...promoting BEEF.

**Submitted by Donita Graves**



The work force of the LPCW planning future projects.

### Sheridan County CattleWomen

#### Sheridan County Ag Expo



Students answering questions about what a cow does, what it provides, and then they got a chance to milk the cardboard cow. FFA students had a cut out cow with teets and milk that recycles to simulate the hand milking procedure.



The FFA students take turns churning and one explains how cream makes butter, where the cream comes from and then the 4th grade students sample the butter on a wheat thin cracker.

#### Officer Installation

RIGHT: WCW President Ladonna Good pictured with past vice president Tara Kalsinsky, installation officer Catherine Kukowski, Riki Davidson and Trink Morss visited the Sheridan County group during installation on October 4.

Ladonna had just returned from the NBAP and brought the group up to date on the event, showed her Christmas ornaments idea for the tree in Washington DC. She also updated the group on what WCW and ANCW are up to.



LEFT: New Sheridan County CattleWomen officers pictured left to right are: Riki, president, Edith Harper, vice president, Trink Morss, treasurer and secretary Marcie Mock who was not available for the picture.

**Submitted by Bobi Lentz**

### Washakie County Cow-Belles

Washakie County Cow-Belles are very generous with the funds they raise through their beef promotions. A recent example is when the Hospital Auxiliary asked for a \$150 donation to purchase ground beef to feed the participants in their annual "Amazing Race" contest.

In 2009 Worland/Ten Sleep Chamber of Commerce changed the location of their annual Hunter's Fest from Worland to Ten Sleep. Many of the Washakie County CowBelles live in Ten Sleep so the ladies decided to man an educational booth at this event. Out-of-state hunters coveted the placemats with all the local brands printed on them. They also sold a multitude of scarves, afghans, aprons, and napkins, which also have the brands on them. The Chamber felt there were more hunters at this event than in previous years. In the past wild game had been served, but is no longer allowed due to food regulations. Instead, the CowBelles stepped up

to the plate and donated \$150 to purchase ground beef to serve the attendees.

Last year the Washakie County 4-H Achievement Night implemented a carry-in dinner prior to their awards ceremony. The Washakie County CowBelles donated and served their delicious roast beef. Again this year, they will provide and serve the meat for this event, which is anticipated to have 150 in attendance.

On a yearly basis, the CowBelles give Hard Luck awards to 4-Hers who had animals with bad "oops" during the year. This year's recipients will be Becca Haun, Meg DeBolt and Kellianna Montanez. Becca's steer got hurt and she was unable to show it, Meg's steer got hurt and had to be put down and Kellianna's goat died.

Stay tuned for more outreach activities that these very generous, busy Cow-Belles will be doing!

**Marlene Loudan, Treasurer**

#### FOOD SAFETY REMINDER ~ ANCW E-NEWS OCT 19, 2010

When reading Activity Reports, I am reminded how often CattleWomen cook and serve food to large groups of people. I want to share a ServSafe update I was not aware of. We know the number one risk of food spoilage is from improper cooling. Now the FDA recommends cooling food through the danger zone (125° to 70° fast spoilage temperatures) in just 2 hours. If you can't accomplish that, the food must be reheated to 165°F within two hours before another attempt at cooling can be made. To speed cooling, divide the product into smaller portions. If you do accomplish the 2 hour cool down out of the danger zone, the FDA says your total cool down time (from 145° or higher, to 41° or less) can be up to 6 hours now. The focus of this change is to keep food out of that danger zone. Remember to always cook ground beef to 160°



### Weston County Cow-Belles

September was a busy month. Weston County Cow-Belles, Newcastle and Upton FFA chapters, Weston Co Fairgrounds, and Weston Co Farm Bureau co-sponsor the Weston Co. Ag Expo for fourth grade students from Newcastle and Upton. The CowBelles prepare Ag bags full of information, teacher packets, organize the Expo events, time and supervise the event and prepare a beef meal for all of the guides and presenters.

We rotate groups of about 10 students through eleven ten minute presentations. Nine of the presentations are educational and two are fun (but the youngsters learn important things at the fun events, too.) The Newcastle FFA students prepared presentations on beef, sheep and goats, swine, horses, and poultry. The Upton FFA was just organized this last year so they did just one presentation which was on ATV safety. The NRCS session featured a number of different common insects. The extension service presented a comprehensive look at eggs. We were especially pleased to have Wyoming Beef Ambassador Ashley Kalco do her presentation on beef by-products. For the fun event's a local rancher provided a horse drawn wagon ride and the Newcastle FFA taught the 4th graders to rope. Both Newcastle and Upton FFA students served as guides



Wyoming Beef Ambassador Ashley Kalco gave her presentation on beef by-products to kids during the Weston County Ag Expo.

for the groups of 4th graders.

At the end of the morning students are treated to a beef jerky stick as they board the bus to return to school.

State President Ladonna Good was the featured speaker for the October meeting. Ten Crook County Cattlewomen also attended the joint meeting which was held at the Newcastle Country Club. Each woman was given a fall wreath corsage made by President Lisa Darlington and member Judy Rawhouser.

Ladonna shared many interesting bits of information about the various programs of the Cattlewomen and about plans for the Western Region meeting to be in Sheridan in the spring.

President Minnie Williams reported on the activities of the Crook County Cattlewomen and presented Ladonna with a money corsage.

President Lisa Darlington reported on Weston County activities and presented Ladonna with a wood and horse shoe centerpiece that she and husband Jim made especially for her.

Vice president Bette Hansen shared with the group her plans to place certificates for \$1 or \$2 off beef cuts at the three area grocery stores during the month of November. The group voted to spend \$75 for the certificates that Bette will make.

*Nancy Darnell, Publicity*

### Johnson County CattleWomen

Johnson County CattleWomen recently held their *Fall Gather Meeting* in Buffalo at Sheridan College in Johnson County. The college has been very gracious in letting us have our monthly meetings in their building. It's been a wonderful place for us to gather as it is a very nice facility.

We have been revamping and updating our local groups by-laws and constitution and after several months and a rewrite or two, we came up with a final draft and voted them in. After the meeting the group dined on hors d'oeuvres prepared by a local restaurant and made Christmas ornaments for the National Christmas Tree. We had a great time preparing them and ended up making 18 ornaments for the tree which will make an overnight stop in Buffalo on November 15th.

Bull sale season is upon us with the first being on November 20th. The bull sales we serve during the winter and spring help fund our scholarship program. Scholarships are given to kids from Buffalo and Kaycee headed to a Wyoming college and going into an agricultural related field. We have a very dedicated group of ladies who help with the bull sales and our meals are always very well received.

With the holiday season upon us, we are preparing for the annual Christmas Parade held in Buffalo on Saturday, December 4th. This year's theme is an International Christmas. Also that day is a local Christmas bazaar which has proven to be a great place to display and sell our

Johnson County CattleWomen products. Two of our member will take care of the booth and sell our afghans, scarves and napkins.

Regretfully this fall we had to cancel the annual Cattlemen's Bawl that was to be held in Kaycee on September 11th due to poor ticket sales. Usually the event is held in January, but quite a few people had complained the weather was always a problem during that time of year so it was changed to an earlier date. It was advertised better than it had been in years past, so we're not sure what exactly the cause was. Regardless we moved on and have been brainstorming on a new event or events to take its place.

One such event we are working on is an Agricultural Issues day. It's our feeling that while we do a great job educating the youth, sometimes we need to step back and educate ourselves on the issues facing our industry. As women, we are so busy raising kids, doing housework, ranch work and life in general that we sometimes fall behind on the issues we're facing with our livelihood. The event will feature various speakers to enlighten and motivate attendees to keep fighting the good fight for agriculture and the way of life we so dearly treasure. The event is scheduled for Saturday, January 29th, 2011. If you or your group is interested you can contact either Ashlea Redding at (307) 217-2973 or aredding@sheridan.edu or Tracy Alger at (307) 738-2399 or tracy@wylr.net for more information.

*Tracy Alger, Secretary/Treasurer*

### Riverton Cow-Belles

The Riverton Cow-Belles are gearing up to do a beef promotion in our local grocery stores this holiday season. Between Thanksgiving and Christmas we plan to have samples and hand out gift certificates to customers purchasing beef. We hope to have numerous members on site to help customers choose beef for their holiday meals. We hope to educate them on cuts and preparation. With the gift certificate and samples we hope to entice!!! We hope to recruit new members at our Christmas gathering

and enjoy good food and fellowship. We have had a very busy summer with the Ag in the Classroom Rendezvous held in Fremont County. Our members served lunch to 20 teachers and presenters on the first day of the Rendezvous; they were treated to make-your-own beef sandwiches. We had a lovely summer meeting hosted by Darla Griffin, Kelly Reece, and Nicole Hoss at the Griffin residence where good food and conversation was enjoyed by all who attended.

*Jenna Anderson*

### Natrona County Cow-Belles

Natrona County Cow-Belles voted on a new slate of officers who will be installed at the December 4<sup>th</sup> meeting. President Rose Jones, VP Debbie Coates, Secretary Deb Matlack, Treasurer Marcia Campbell, Parliamentarian Margaret Haines, Auditor Linda Haines, Chaplain Thelma Moon, and Historian Evelyn Path. The new officers hope for enthusiastic support from our membership.

We voted to honor our members 80 years and older with a lifetime membership dues free. We appreciate their years of work.

Our younger members, Royal Court, held a fund raiser at last Febru-

ary's Sweetheart Gala for the local Hospice. They got together for a shopping spree using the wish list from the Hospice, and experienced the feeling of helping out and generous giving when they delivered the items. It was a great day for the girls and their sponsor Brandi Forgey! Thank you, girls.

For Thanksgiving we are each giving Beef Gift Certificates to shoppers purchasing beef in our grocery stores. The \$5 certificates have been used up, so lucky shoppers are receiving \$10 off and are very grateful and enthusiastic when surprised with such a gift! In Feb we will give 1 pound frozen chubs of ground beef to three of the food

pantries and shelters in Casper. We learned they all have big freezers now and can handle this gift. It is easier for their patrons than trying to cash in the paper BGC.

Our Ag Expo is coming up and we planned our booths. We are also giving door prizes of our scarves, napkins and a steak rub the Nebraska Beef Council is selling at the WY Women in Ag Symposium.

Most of us are finishing up our shipping, weaning, processing and culling. The weather has been amazing, but we do need moisture. Have a good Holiday Season and Winter!

*Marcia Campbell, Treasurer*

*Country folks have generous hearts. Everyone in our agricultural communities benefits from the care and assistance given to any of us in need. This generosity spills over to the local communities as well. So many of our CattleWomen/Cow-Belle County groups share our nutritious beef and beef products with those needing a helping hand. Many more groups than those listed do wonderful things. We are proud of all of you!*



### Washakie County

★ When the ladies meet this coming week they will decide how to further promote the consumption of beef. Most likely they will donate gift coupons good for purchasing beef roasts for Thanksgiving and will donate coupons for beef that will be included in the Christmas baskets that are given to those less fortunate.

★ In 2009 and years before, Washakie County Cow-Belles generously supported local families at Christmas by supplying two pound chubs of hamburger that went in 129 Christmas baskets for low-income families living in Worland and they also donated \$200 to purchase hamburger for needy families that live in the Ten Sleep area.

### Campbell County

★ Campbell County has a joint meeting in December with our local Woolgrowers Auxiliary and we collect canned goods and small hotel supplies for the people that use the Gillette Abuse Refuge Foundation.

### Crook County

★ What Crook County CattleWomen do for the less fortunate located in the towns of Sundance, Moorcroft, and Hulett is gather Beef Products in the form of canned, dried, or gift certificates to be divided and given to the food pantries in those locations. We had a deer hunter and wife who donated money to be used to purchase canned Beef products to put with our gifts given at the 2009 Annual CattleWomen Christmas party. We have enclosed a 2009 picture of the event. Minnie Williams, President, Opal Oudin, Secretary, and Evelyn Hejde, Vice President. The items collected and the plastic bags on the floor are full of the Beef products donated by Tom and Angee Hunt, Deer Hunters from Georgia. (pictured right)



Another community event sponsored by Crook County CattleWomen is a Beef dinner served at the end of the annual Multiple Sclerosis Fund Raiser two day bicycle ride held in the Sundance, Hulett, Aladdin, Wyoming and Belle Fourche, Spearfish SD area in the middle of August. We all received T Shirts for donating this meal to the riders. A



Cowboy riding a bike with Devils Tower in the background is featured on the T-Shirt. Pictured holding the T-Shirts are left to right- Opal Oudin, Publicity, Vernie Nussbaum, Secretary, Evelyn Hejde, Vice President, Margaret Ellsbury, Treasurer, Janet Jensen, Betts Seeley, and Minnie Williams, President of Crook County Cattlewomen. (pictured left)

★ Natrona County Cow-Belles used to donate beef gift certificates until we found out the shelters, abuse centers and food banks all have large freezers and really appreciate the frozen packages of beef. We donate \$400 worth of ground beef, and do our giving in February when donations have tapered off a bit. We are always amazed at how appreciative and thankful these agencies are.

★ Sheridan County CattleWomen encourage the community spirit during the holidays by providing their famous Chili free of charge to those attending the Christmas Stroll.



*"If you can't feed a hundred people, then just feed one."*

*- Mother Teresa*

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**Park – Meeteetse Cow-Belles**  
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**Platte – Laramie Peak CattleWomen**  
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**Sheridan County CattleWomen**  
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**Sublette – Green River Valley Cow-Belles**  
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**Sweetwater County Cow-Belles**  
Mickey Thoman  
38622 State Highway 372  
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**Teton – Jackson Hole Cow-Belles**  
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**Uinta County CattleWomen**  
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**Washakie County Cow-Belles**  
Betsy DeBolt  
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Worland, WY 82401

**Weston County Cow-Belles**  
Lisa Darlington  
162 Darlington Road  
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(307) 746-2634  
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## MARK YOUR CALENDAR

### Wyoming CattleWomen's Winter Meeting

**Casper • Thursday, Dec. 2, 2010**  
**10:30 a.m. • Ramada Plaza Riverside**  
*Lunch to be ordered from a select menu*

**300 West F Street located north of I-25**  
**between the Poplar and Center St. exits.**

*Agenda items will include results from the National Beef Ambassador Contest and planning for the 2011 Wyoming Beef Ambassador Contest. Details of the ANCW Region V meeting will be discussed as well as new beef education and promotion ideas.*



Wyoming CattleWomen, Inc.  
 4408 Rd 232  
 Meriden, WY 82081

# BEEF IT News

## Beautiful Bovine Demonstration

WCW President Ladonna Good saw this presentation at the Beef Ambassador contest and thought it was cute. She showed it to the joint Weston/Crook county meeting. For a glance at the finished product see page four of the County Happenings under Crook Counties news!

Time: 30 Minutes—you can shorten or elaborate to fit your ag expo schedule.

Paper	Sandpaper
Headband	4 balloons
Cardboard	Bubblegum
4 socks	Fake Fur
Flyswatter	Large bag

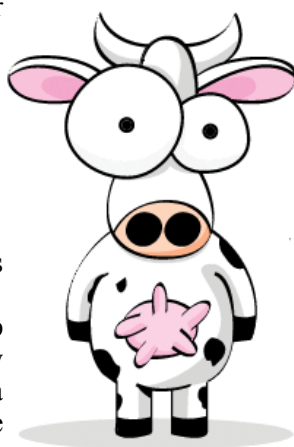
Introduction:

Assemble the parts of a cow as follows. Place all props in a large bag.

Explain to students that they are going to dress up a classmate as a cow. Ask them to imagine what a cow looks like and what special features it has. What makes a cow a cow? Ask for a volunteer willing to be dressed like a cow. Have them come to the front of the room or where everyone can see. Ask the class for ideas to make the volunteer look like a cow. What special parts does a cow have that are different from a human. As they come up with suggestions, dress the volunteer with the props. Share background information as each piece is added.

- Udder—stuff a surgical glove with tissue and attach yarn to be tied around the waist
- A female cow has an udder that produces milk after she has had her first calf.
- Horns & Ears—cut cardboard in the shape of horns and ears and attach to headband.
- Both male and female cows have big ears to help them hear. Some breeds have horns.
- Most of the time the farmer or veterinarian removes them for safety.
- Hooves—cut out cardboard hooves and attach to the socks.
- Cows have 4 legs with hooves at the bottom. Each hoof has 2 toes. They help loosen the soil and plant grass seeds in the pasture.
- Tail—attach a piece of yarn to the flyswatter to be tied around the waist.
- Cows use their tails as flyswatters!
- Tongue—cut a piece of sandpaper in the shape of a tongue and attach a piece of yarn to hang around the neck.
- A cow's tongue is long and feels like sandpaper. It helps pull in the grass and hay that she eats.
- Stomachs—blow up 4 balloons and tie them together with enough yarn to tie around the volunteer's middle. Give them a piece of bubble gum to represent the cow's cud.
- Cows are ruminants—they have 4 parts to their stomach. This helps them digest things like grass and hay—things that humans can't digest. Part of the process includes "chewing their cud"—cows eat quickly and don't chew very well. Later they will "burp up" the grass they have eaten and chew it again.!
- Hair—cover the volunteer with a piece of fake fur.
- Cow's have a fur coat that keeps them warm in the winter. They shed some of the hair in the summer to stay cool.

*(Use your own judgment on the "udder" part—you would know your own school districts the best.)*



### Wyoming CattleWomen Membership Application

Join Wyoming CattleWomen—a voice for women in the Wyoming beef industry whose mission is to involve and support its members in promoting beef and the beef industry

- New  Renew  Recruiter
- Wyoming CattleWomen (\$15)  ANCW (\$50)  WCW Associate (\$25)
- WCW Lifetime (\$300)

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

Send to: Wendy L. Harding, 4408 Road 232, Meriden, WY 82081

## Fall Back Into Breakfast

As clocks turn back to mark the end of Daylight Savings, the beef checkoff is taking time to remind consumers to add a healthy, protein-packed breakfast to their morning routine. Research suggests that including protein like lean beef at breakfast promotes satiety, which can curb hunger when trying to maintain or lose weight. What's more, a new study finds that balancing protein intake across three meals by increasing protein intake at breakfast and lunch protects muscle when losing weight. With these benefits in mind, Daylight Savings is the perfect opportunity to save the day and break free of that morning rut with a protein-rich breakfast.

"People tend to consume about 65 percent of their protein in one sitting at dinnertime, not realizing all the benefits of spreading protein intake throughout the day," says Dr. Shalene McNeill, PhD, RD, and beef checkoff executive director of Nutrition Research. "It is especially important to think outside 'the cereal box' when it comes to breakfast because high-quality protein foods like lean beef can be an important, simple and delicious addition to the morning routine."

According to Dr. McNeill, there are many advantages to beefing up breakfast and incorporating the right balance of protein, nutrients, and flavor:

**Breakfast is Easy:** Breakfast doesn't have to be time-consuming. There are many simple, creative and delicious ways to include lean protein in a breakfast routine. Visit Beef-

ItsWhatsForDinner.com for a bevy of beefy new breakfast ideas -- from grab-n-go weekday wonders to gourmet ways to beef up a weekend brunch.

**It's a Nutrient Powerhouse:** Lean beef is a naturally rich source of 10 essential nutrients, and a perfect partner for the everyday breakfast favorites like whole grains, fruits, vegetables and low-fat dairy products, making it simpler to start the day in a balanced way.

**A Little Beef Goes A Long Way:** Just one three-ounce serving of lean beef provides nearly 50 percent of the Daily Value for protein. From folding 95 percent lean ground beef crumbles into a breakfast burrito to using last night's leftover pot roast in a beefy sweet potato hash, beef makes it easy to incorporate more protein into the daily breakfast schedule.

**Help Shed Those Pounds:** Including protein at breakfast promotes satiety, which can curb hunger when trying to maintain or lose weight. What's more, choosing lean beef as a source of high-quality protein is actually a calorie-saver. A three-ounce serving of lean beef is, on average, about 154 calories. That's more than 7 Tablespoons (680 calories) of peanut butter to get the same amount of protein.

*For more information on recipes, nutrition information and to learn more about how to include nutrient-rich lean beef in your daily breakfast routine, visit the checkoff-funded Beef-Nutrition.org. For more information about your beef checkoff investment, visit MyBeefCheckoff.com.*

## Farmers and Social Media?

Social media is emerging rapidly as the primary way consumers share their opinion with the world around them. While consumers are interacting with their real-world friends they're also soliciting opinions from companies and brands. Social media users aren't held to any ethical standards, which is why it's crucial for America's farmers and ranchers to have a strong, truthful and trusted online voice.

Food is a favorite topic online, which is one of the reasons why the beef checkoff has been creating an integrated online web of tools to engage consumers and work to build demand for beef. The

BeefItsWhatsForDinner.com offers many ways for consumers to engage with each other and learn about beef. Users are invited to rate and review recipes as well as discuss changes they made to the recipe.

The "Beef. It's What's For Dinner." Facebook page, @BeefForDinner Twitter account, "Beef. It's What's For Dinner." Flickr group and YouTube channel provide a more relaxed interaction with consumers, where they are encouraged to share favorite beef dishes, cooking methods, ask questions and celebrate their passion for beef.

Farmers and ranchers have a role to play online, by getting involved in the online conversations that



take place every day by leaving comments when appropriate, and adding opinions and experiences to the conversation. Sharing details about raising cattle and the commitment to raising a wholesome, delicious product allows consumers to get to know the people behind the meal on their table.

*Also check out the Wyoming CattleWomen's Facebook page administered by Ana Thornton!*