

## A 10-YEAR HISTORY OF CALIFORNIA CATTLEWOMEN

First of all, as numbers of practicing cattle ranches decline in our state, we strive to keep our state and national membership high.

Our Beef Ambassador Program has grown, and we have increased categories and incentives for younger participants, who will be interested in returning to compete when they are older. Our current state contest winner, Amanda Rankin, won 2<sup>nd</sup> place at National this year and continues to help us promote the program. This year, our state contest will be held in Chico, CA, on 5/12/07.

As a part of the Grand National Stock Show at the Cow Palace in San Francisco, we have sponsored an educational program and tour for elementary students. The program was inactive for 2 years, due to a change in the date of the Grand National, but we are happy to again offer the program this April. We have expanded this project to include private schools and home school programs, as well as public schools. A tour of the barns and facilities, lectures on byproducts and “The Hamburger”, roping demos, visits from the Beef Mobile, and a rodeo comprise the activities.

Speaking of the Beef Mobile, California was proud to debut this mobile training center in Northern California back in 2003.

Another major activity of our state involved a 2-year partnership with Costco (a huge members-only warehouse store), in which we agreed to demonstrate grilled tri-tip (that Costco provided) in each Costco throughout the state (a huge undertaking). This partnership was underwritten by the California Beef Council, Costco, and CCW. Each unit participating received a complete kit for the demos. Each time we were at Costco, that store usually sold out of tri-tip. There were also specific evaluations done from each store that proved the effectiveness of this major promotional project.

Currently, we are partnering with Les Schwab Tire Stores (located in the 5 western states of OR, ID, WA, NV, and CA). Their owner, Les Schwab, has been a cattleman in Oregon for many years, and 43 years ago, he started a program promoting “Free Beef in February”, with the purchase of tires. Our county units work with local store managers to assist on certain days during February, offering activities as extensive as county health officials will allow...from simply handing out brochures and answering questions to offering a complete lunch to customers. The response has been very favorable.

Our state also has large fairs throughout its length and breadth, one of which is the Del Mar Fair in San Diego County. We assist our San Diego County unit during the 3-week

Pg. 2

event by providing volunteer staff, brochures, samplings, etc. Several million attend this fair alone. At the California State Fair, we have done major demos, as well as presenting a fashion show and rodeo-type activities during Cattlemen's Day.

In March of each year, we join with California Cattlemen for a "Steak and Eggs Breakfast" hosting our legislators in Sacramento. Many senators and assemblymen attend, and are presented with a cowboy hat as a memento. After this breakfast, we break into groups to circulate throughout the capitol, meeting personally with these representatives and/or their aides (to discuss ag. issues, of course).

The same day as our breakfast, we join with California Cattlemen again to host a booth for "Ag Day" on the capitol lawn. Here, we have an opportunity to join with other ag. producers to showcase our commodities. Usually, our Secretary of Agriculture, A.J. Kawamura, personally attends, as does Governor Schwarzenegger.

Later in March, some of our members go to the Spring Legislative Conference in Washington, DC, again to lobby for our industry. This year, we will be focusing on the California Rangeland Resolution – a document recognizing the importance of cattle grazing as a tool in range management. The incredible aspect of this resolution is that

- Government agencies
- Environmental groups
- Agricultural groups

all agree and are working together on this. There are over 46 signatories on the document at this time.

Yes, our California Beef Council continues to offer the Walt Rodman award for best project reaching the public to promote and educate about beef. The Beef Council also helps fund our Beef Ambassador Program, works with us on the Les Schwab project, and helps us with all requests that we have at any time.

As we follow through with the above-mentioned projects, we continue our scholarship programs (both county and state-wide), ag. in the classroom, Stampede to Read (offering free books to youth and schools), and many other local promotion and education activities.

Even with ranches dwindling throughout our state, California Cattlewomen continue in our strong tradition of beef promotion leadership.

CALIFORNIA PRESIDENTS FOR THE PAST 10 YEARS:

Dee Lacey	1997-1998
Lady Bug Doherty	1999-2000
Karen Sweet	2001-2002
Joan Hemsted	2003-2004
Gretchen Johnson	2005-2006

Prepared by:  
Judy Ahmann, CCW President, 2007-2008