

## **The Only Thing Certain is Change**

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Hello everyone, I hope this day blesses you with a ray of sunshine, ample moisture for the growing pastures, and more sleep at night as we progress past a busy calving season. Even through the cold of winter, the optimism of a changing hue of green grass, the vigor of newborn calves, and a beautiful Colorado spring morning can bring a smile to agriculturalists far and wide. We take pride in the work we do every day, and your commitment to feeding America and the World must be embraced by everyone involved in production agriculture.

Through my travels this spring, I met with an older cattle rancher to discuss and learn about his beef cow operation. We chatted about several topics that may cast a negative portrayal on agriculture from the price of corn and fuel to the largest beef recall in U.S. history. We ended our conversation with something I will never forget. The man slowly got up from his chair and said, “Young man, our industry is faced with the challenge of adapting. We are hard working people that believe in the tradition of agriculture, but our world is changing, and we must not be left behind.” This was a strong statement from a seasoned veteran in agriculture who is passionate about making a difference.

There is no better time than the present to analyze what we can do to positively promote the beef industry and build consumer confidence with America’s love for beef. I am an optimist in every sense of the word, and believe with each challenge allows an even greater opportunity. Our world of agriculture is changing, but how can we make a difference? Our mission as beef producers is to positively promote beef in every venue. The grilling season is nearing, and America loves the flame-kissed aroma of beef to celebrate the summer. As Colorado beef producers, be proud of the way you care for your animals, the dedication required during sleepless nights, and the fact that you are producing an enjoyable eating experience for our consumers. However, don’t be afraid to educate others at every opportunity. YOU are the beef industry. Therefore, you are the best voice to promote the safest and highest quality beef product in the world!!!