

CCW News

Winter 2022



From the President, Karen Smith



Season's greetings my fellow cattlemen! I hope you all have had a successful fall with weaning, final haying, putting up the garden, hunting, winterizing, and now preparing for the Christmas season.

Thank you for all you do on behalf of our industry! In my travels, I have met so many of you and I am always so impressed at all the serving you do in your communities and creative ideas that are being implemented across the state. You are making a difference!

I pray that you and your loved ones have a peaceful and blessed Christmas time; may it be a time for rest, joy, and some delicious beef dinners! We'll see you in the new year in January at Stock Show.

Membership Dues

Members, please send 2023 dues to:
Kathleen Shoemaker
1040 Lone Tree Circle
Canon City, CO 81212

Region V- Save the Date

We cannot wait to host cattlemen from all across CO, WY, MT, WA, OR, and more in Denver on April 20-22, 2023! The ANCW Region V meeting will be at the new CSU complex at the NWSS grounds. We would love to have as many locals attend as possible; put it on your calendars NOW so you can join us. We'd also like to have each local to bring a basket to donate for the silent auction. Stay tuned for registration, schedule, and hotel information.

Help Needed

Have you ever considered serving at the state level with CCW? Maybe you'd like to be involved but you aren't quite sure what you'd be getting into or where to best use your skills and time? Do you like to preserve and document history? Do you like to work with databases and numbers? Do you have good computer and "tech" skills? Do you have good event planning skills or a passion for reading to school kids? Let us know what you have a passion for and if you are interested in serving with others at the state level. Don't be shy- reach out today! Email us at coloradocattlemen@gmail.com.

CCW

Colorado CattleWomen, Inc.

*We need photos for the header! Yours could be featured!
Send them to ColoradoCattlewomen@gmail.com!*

Join us for Mid Winter Conference! January 16-17, 2023

The CCA/CCW Mid Winter Conference will be held Jan 16-17, 2023 in Denver at the Renaissance Denver Central Park Hotel. For registration and hotel information, go to: www.coloradocattle.org/mid-winter-conference

We'd love to have you join us January 16th at our CCW General Membership meeting, this is free to attend if you aren't planning to attend the rest of the Mid Winter Conference! The Collegiate Beef Advocates from ANCW will be here, too, so bring a friend!



Join us in making a difference at the Colorado Beef Council booth. Share the facts, your stories, bamboo spatulas and individual recipe cards in the largest venue we have to promote beef and our way of life. Receive mileage reimbursement, meals and event tickets for each shift you work. 2 per person or 4 per shift.

Sign up early, we are limited to 50 event tickets and we want to get you the best seats possible.

What you do makes a difference, You decide what kind of difference you make.

See you at National Western Stock Show January 7 - 22, 2023

Submitted by Cindy Mangus, NWSS Chair

Please sign up for 2023 NWSS! Here's how it works in 3 easy steps:

1. Go to the link: <https://signup.com/go/TCxXjPC>
2. Enter your email address: (You will NOT need to register an account on SignUp)
3. Sign up! Choose your spots - SignUp will send you an automated confirmation and reminders. Easy!

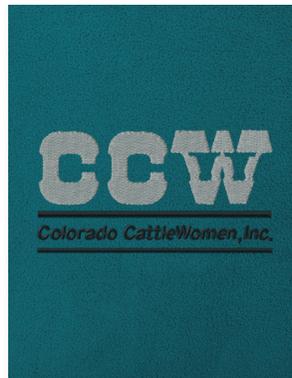
Note: SignUp does not share your email address with anyone. If you prefer not to use your email address, please contact me and I can sign you up manually.

Call or email Cindy Mangus at
(719) 340-0853, clwhm55@gmail.com

Get your own CCW Logo Apparel!

Colorado CattleWomen has an opportunity for CCW members to purchase Land's End apparel with the CCW logo! Simply open up the website and you can choose from all kinds of clothing options with the CCW logo.

Happy Shopping!



WOMEN'S THERMACHECK 100 FLEECE JACKET

Color: Gemstone Teal
Regular: L (QTY: 1)
Item Cost: \$45.95

LOGO 1 LOGO # 1442338 (REQUIRED) Edit

CCW \$6.95
Colorado CattleWomen, Inc. Location: Chest Left Side
Logo 1 Fee: \$6.95

Please Note: The above logo may not reflect the actual selected colors.

+ ADD ANOTHER LOGO

CANCEL

ADD TO BAG

To shop, go to: <https://business.landsend.com/store/ccw/>

Contact Us! Like Us! Follow Us!

Email: coloradocattlewomen@gmail.com

Website: www.coloradocattlewomen.com

Facebook: Colorado Cattlewomen Inc.

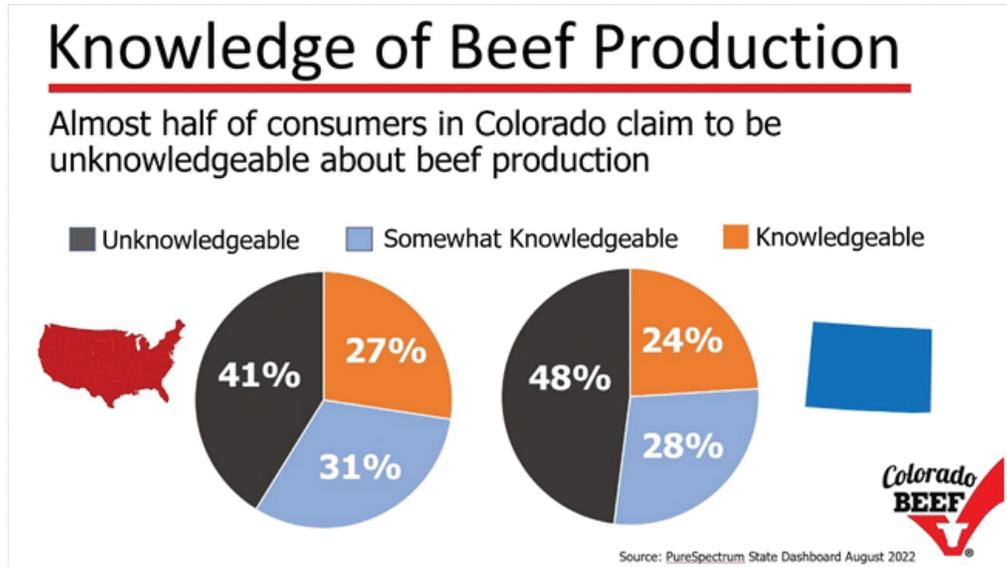
Consumers Need/Want to Know More

Submitted by Todd Inglee, Colorado Beef Council Executive Director

With per capita beef consumption steadily increasing the last seven years, consumers have shown a resiliency of their interest in beef over time. But there is a need to share more about beef production practices.

As of August 2022, we know that 79 percent of Colorado consumers claim to eat beef at least once per week – slightly higher than the national average.¹ That seems to be pretty good, right? But what causes the other consumers to NOT eat beef at least once per week – or the 6 percent who NEVER eat beef? ²

Beef Checkoff research shows that 67 percent of Colorado consumers have a positive perception of beef, but only 33 percent have a positive perception of beef production – both statistics are below the national average!² Almost half of Colorado consumers claim that they are unknowledgeable about beef production and that lack of knowledge is a major barrier to increased consumption.



The beef industry has a great message to tell – whether it's the valuable social and economic contributions it provides local and statewide communities, or the environmental benefits of upcycling and carbon storage, or the unsurpassed animal husbandry provided to cattle under producers' care – just to name a few. Those are the messages today's consumers want and need to hear, learn, and understand. Those are the messages that transcend urban vs. rural and are worth working hard to communicate and share.

While extensive market research is being conducted every day across the nation by the beef industry, CBC dives deep into Colorado consumers each quarter to gain insight into what's driving their opinions towards and purchases of beef. It's a vital ingredient of effective marketing/promotion campaigns.

Not only will CBC continue to work on building the BEEF brand throughout all of its diverse programs, but additional focus will be directed towards crafting messages that educate consumers about how beef is raised and the production practices utilized. With time, this will build consumer confidence and trust...and ultimately increase beef demand.

Call for Nominations!

Do you have a great recommendation for the 2022 Colorado Cattlewoman or Rookie of the Year? We want to hear from you! Simply fill out a simple nomination form on the homepage of coloradocattlewomen.com or email to Kathleen Shoemaker, kathleen31761@yahoo.com by Dec. 20. Recipients will be awarded at the 2023 Mid-Winter Conference.

Mile Hi CattleWomen Reboot

We are trying to re-start the Mile Hi Cattlewomen and are working on getting an informational meeting put together. If you are in the Jefferson County, Clear Creek County, Denver area, etc, please come join us! If you are interested or know of someone in the area that might be interested, please contact Barb Howe at 970-988-9931 or bearcreekcattle@hotmail.com.

LOCAL HAPPENINGS

Kit Carson CattleWomen Annual Pink Chap Auction

Submitted by Patty Ziegler, Secretary

Kit Carson CattleWomen held their annual pink chap auction in July. This event helps raise funds to be distributed to Kit Carson county residents that are undergoing cancer treatments. Chaps made by Tawny Fye. This year we raised a little over \$14k. Present CattleWomen L-R English Powell, Lindsey Mills, Patty Ziegler, Cody Pettibone, Jasalyn Hays, Jaclyn Seat, Jolynne Richards, Tawny Fye, Carrie Wollert, Katie Dobler, Jenny Schaal, and Monica Weiand.



Rio Blanco County CattleWomen Promoting Local Beef

Submitted by Kathy Nelson

The Rio Blanco County Cattlewomen have had a busy few months. Each year for Mother's Day and Father's Day, we have a drawing for \$50 worth of beef at the local grocery store. In August, we teamed up with our local chamber of commerce as the "Business of the Month". We were able to utilize their email list for promotion of the steer show and livestock sale at the county fair. We also sent out nutritional information and links to beef recipes. We matched the chamber's donation to have a drawing for \$100 of locally purchased meat. Our winner chose to purchase locally raised Highland Beef as her prize. We also had a fair booth and used Rounder, the educational cutout steer. We have recently helped the two local school districts to get beef sticks into their backpack program. We are working on a brand napkin project and currently looking for printers.

On the West Side of Things: I Am a Member!

Submitted by Christy Hawk

How many times do we hear of organizations disbanding because of lack of participation from the community? I think about the ladies that invested the time and dedications to form these organizations so many years ago. How many times do we hear I don't have time? These women led the way for these organizations to stay vibrant and to continue to be an intricate part of the ranching communities. Without these members stories we would not realize what a true ranch wife endeavored and endured during a time with no favorable modern ways. Their time, dedication and selflessness are a true testament to the character of these women. These women paved the way so that we can continue to thrive and love this so-called life. 'We are now these women in different times, we need

to step up and preserve our history. Can you say I am a member, or can you say I'AM A MEMBER.! Be something bigger than yourself.

As we approach another year, ask yourself what kind of member do I want to be. Your involvement in these organizations is important. Each and every cattlemen organization in the state of Colorado is why we are still telling our story, we are fighting because we can, whether your organization is 5 people, 10 people or 60 we need each and every one of you. Keep these organizations thriving, keep telling your story. If you are a member, step outside the box, raise your hand to participate, maybe you aren't a meeting person, ask what can I do. Don't be just a member!

Gunnison Valley CattleWomen Host 5K Poker Run

Submitted by Melody Roper

The Gunnison Valley CattleWomen presented the Poker 5K walk/run for agriculture at the CharMar Park and on the Van Tuyl trail on Saturday, Sept. 10. Aside from exercise, the event was held to promote the benefits of beef. The adult with the best poker hand won a beef package, and the youth won a prize bag.



Jacob Spetzler

For the love of beef

The Gunnison County CattleWomen presented the Poker 5K walk/run at CharMar Park and on the Van Tuyl trail on Saturday morning. Aside from the exercise, the event was held to promote the benefits of beef. The participant with the best poker hand won a beef package.

Colorado CattleWomen Membership Application

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

May we send communication via email, including the quarterly newsletter and any upcoming information? (circle one) Yes No

Local affiliation:

Do you need contact information for a local CattleWomen's group?
Yes No

Amount included with application: Colorado CattleWomen
_____ \$25 for Colorado CattleWomen annual membership due
_____ \$10 for Student Colorado CattleWomen (high school/college) annual membership due

Membership year is January - December. If dues are received after July 1 they will be applied to the following year. Dues for the Colorado CattleWomen include liability insurance coverage for the member.

Colorado CattleWomen dues should be made payable to CCW and mailed to:

Treasurer Loy Jones, 121 Ervin St., Craig, CO 81625

American National CattleWomen dues must be sent to:

ANCW c/o Jill Worthington; 16799 Prairie Circle, El Reno, OK 73036 or pay online at ANCW.org

Black Mesa CattleWomen Continue Beef Education Advocacy

Submitted by Marlyse Cunningham

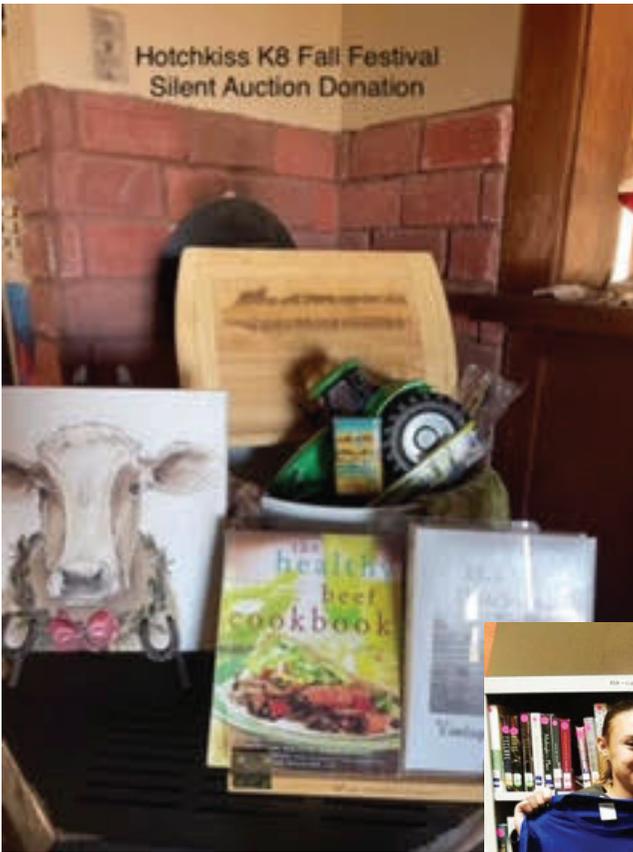
The Black Mesa CattleWomen continue beef education advocacy by sponsoring a beef cook-off each quarter of the school year for the cooking class of Hotchkiss K8 middle schoolers. The latest one was held October 5 with our unit furnishing the ground beef, judges and prizes-t-shirts, caps, dog tags and cash. The actual cook-off was preceded by our member, Teresa Burns, giving a presentation to the students on the beef industry. This is the 17th year we have sponsored beef cook-offs at Hotchkiss K8; years that were preceded by sponsoring them at Crawford K8 which is now a K6 school.

We made a \$100 cash donation to the North Fork Miner's volleyball Pink Night fund raiser for the Delta Health Oncology Department.

We donated one of our Pocket Brand books to the CDOT snowplow driver for Highway 92 over Black Mesa since he sometimes encounters wandering cattle from the Black Mesa permittees in his job.

Prior to the departure of the North Fork Miner's volleyball team for the state volleyball tournament on October 9, member, Christy Hawk, prepared a walking taco dinner for the team and presented them with beef bags stuffed with beef jerky and other snacks to sustain them on their trip.

Ways of getting our membership involved continues to be a struggle, but Christy continues to encourage us all to keep promoting beef by taking on projects on our behalf singled handedly many times to make sure it happens.



Logan County Cattlewomen and Washington County Cattlewomen Host Inaugural Heifer Feeding Contest

Submitted by Britt Pratt

Fifty-seven heifers have found a new home at McEndaffer Feedlot near Merino.

The cattle are entries in the Logan County Cattlewomen's Heifer Feeding Contest. The contest is being held in conjunction with the Washington County Cattlewomen's Association.

Entries started coming in around 10 a.m. Saturday, November 12. We knew of 35 for sure that were going to show up and by that evening 57 heifers stood in the pen! We were in shock at the amazing turn out for our very first year! THANK YOU to everyone who put in a heifer.

The contest involves participants entering weaned heifers to be held in a separate pen and fed identical rations for between 180 and 220 days. Winners will be determined by daily rate of gain and carcass value. We will place the top 10 in each category. We will also award a Grand and Reserve Champion.

During the contest, we will hold a Calcutta in

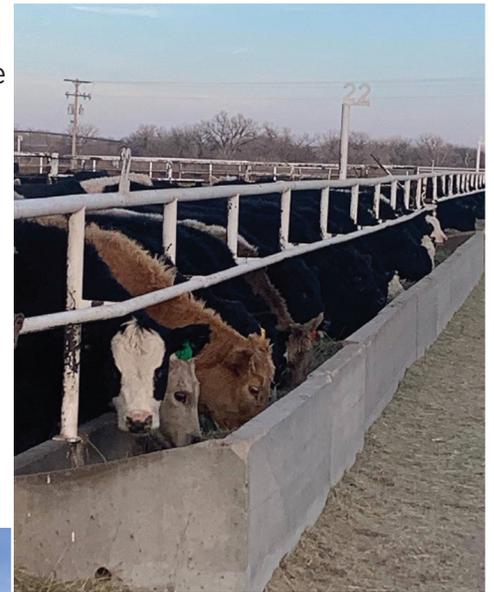


the middle of April. Calcutta participants will bid on individual heifers, depending on the animals' performance at that point. Payouts will be determined by rate of gain and carcass value at the end of the contest.

At the conclusion of the contest, the cattle will be sold by McEndaffer Feedyard to Cargill in Fort Morgan. There will be cash payouts, buckles and the all-important bragging rights.

The rules are modeled after the Yuma County Cattlemen's Association's annual feeding contest.

The contest will help raise funds for the cattlewomen to award scholarships, the Flat Rancher project, the Crisis Fund, Calling on the Capitol and numerous other projects both groups have in the works.



Funded by Beef Farmers and Ranchers



IT'S WHAT'S FOR DINNER.®

BEEF.

CCW

Colorado CattleWomen, Inc.

C/O KATHLEEN SHOEMAKER
1040 LONE TREE CIRCLE
CANON CITY, CO 81212