

Siskiyou County CattleWomen

PROMOTING AGRICULTURE IN OUR COUNTY AND AROUND THE NATION



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STATE CATTLEWOMEN NEWS

CCW MID-YEAR MEETING

The California CattleWomen's Spring Meeting was held on March 27, 2021 via Google Meet. The Mid-year meeting is planned to be in person at Paso Robles, California. For more information, please check the CCW website and Facebook Page.

2021 CATTLE TOUR

The Siskiyou County Cattlemen's Tour will be August 21st at the Siskiyou Golden Fairgrounds in the pavilion. There will be a stockman ship demonstration with Curt Pate. Cattleman of the Year and Ranch Hand of the Year will be announced.



2021-22 SCCW BOARD

Delegates Rebecca Broomell and Jody Coats, Membership Heidi Carver, Treasurer Cheryl Foster, Secretary Nicole Stevens, 2nd Vice President Leanne Brown, 1st Vice President Stacey Jackson, Past President Tara Porterfield. Not shown: President Lori Vallo March, Directors Carol Silicz and Lynda Beverlin.

Beef Promotion

Siskiyou County CattleWomen have held three beef promotions so far this calendar year! We started off with Heart Healthy Beef for Valentine's Day, partnering with local meat markets to give away a \$25 gift certificate for beef. Then we celebrated St. Patrick's Day by giving away corned beef at the meat markets.

On Mother's Day, we had an informational booth at the Mother's Day Market at the Siskiyou Golden Fairgrounds. Members who manned the booth shared important information about beef nutrition, grazing to reduce wildfires, beef vs fake meat, positive beef industry practices, and lots of recipes. We had a drawing for a \$25 gift certificate to the Miner Street Meat Market. There were 394 tickets in the drawing which means we reached over 400 people, as not everyone we spoke to entered the drawing.

And we have started our fourth beef promotion - get ready for **BEEF for Father's Day**! With eateries now opening up for more indoor dining, we have teamed up with five local restaurants to promote beef: Jefferson Roadhouse, Denny Bar, 5 Mary's Burgerhouse, Etna Brewing, and Slice of Heaven! During Father's Day Weekend, each customer who orders a beef meal will get an entry ticket to the drawing for a \$100 gift certificate at that restaurant. And the server could win \$25!! This is a very popular and successful event we have held in the past but covid restrictions shut it down last year. Encourage your friends and family to support our local restaurants and have Beef for Father's Day.

Beef Promotion at the Siskiyou Golden Fair

The Siskiyou County CattleWomen will have a booth in the commercial building at the Siskiyou Golden Fair. The theme of the fair is "Back to Basics." The emphasis will be on educating consumers on the positive nutritional values of beef, sustainability of the ranches and beef producers, some cooking demonstrations, and sales of Powder River Panel Tickets. The art entries from the Youth Art Contest will be on display. We will have our fun trivia wheel and lots of goodies to hand out.

Can you help with the booth this year? Meet up with old friends and make some new! Share the positive and sustainable information about our industry. Now more than ever, we need to work together to educate those around us. Shifts are about 2 hours long and members work in pairs. What a fun way to help your industry! Contact a board member to learn how to help.

Facebook and Social Media

When you see a post from the Siskiyou County CattleWomen on social media about our promotions or information you like, please share it! Comments and sharing help the posts become exposed to more people and the more people we reach, the more people can learn about the benefits of beef!



American National Cattle Women

The American National Cattlewomen's association continues to provide a solid platform for the promotion of our product and the betterment of our industry. We are working hard on programming that ensures beef for generations to come ([#beef4generations](#)).

Are you eager to learn about chute-side behavior or new herd management techniques? Then WIRED is the event for you! With exciting guest speakers, workshops tailored to hot topics in the industry and hands-on learning opportunities, WIRED is the perfect place for all

females with a passion for beef cattle to gather together.

ANCW also invites you to participate in WILD - Women in Leadership Development. President-Elect Reba Mazek shared the vision of developing our members into strong leaders at the Region V meeting.

Join ANCW for an empowering chance to grow as an individual and advocate for the beef industry. Be a part of one of our WIRED events and make your mark in the industry to help pave the way for future female figures in the cattle world. To learn more or to become a member, please visit www.ancw.org.

Eleven Siskiyou County CattleWomen Travel to ANCW Region V Meeting

What a wonderful American National CattleWomen Region V Meeting in Pendleton, Oregon. The Region V ladies welcomed the California CattleWomen with open arms! There were 98 registered for the meeting. The Oregon and Washington CattleWomen were incredible hostesses with attendees from Montana, Colorado, Wyoming, and California. Oregon President Diana Wirth is from Klamath Falls, and Washington President Kady Porterfield is from Ellensburg.

We toured a beautiful ranch, the 9 Mile Ranch, which raises Red Angus cattle on 15,000 acres, spent time in Walla Walla checking out their awesome wines, listened to some great speakers who encouraged us to stand up for our industry and way of life, made new friends, watched a ranch rodeo, attended a trade show, learned a ton about the area, took an underground tour of Pendleton, and just relaxed.

Speakers included ANCW President Evelyne Greene from Alabama and American National CattleWomen President-Elect Reba Mazek introduced us to the Women in Leadership Development (WILD) program, Dave Duquette of Western Justice, and Tammy Denee, Oregon Cattlemen executive director, speaking on defining leadership in organizations, and Marji Guyler-Alaniz of the RFDTV show FarmHer, featuring women in agriculture.

Western Justice - A Voice for the Western Lifestyle

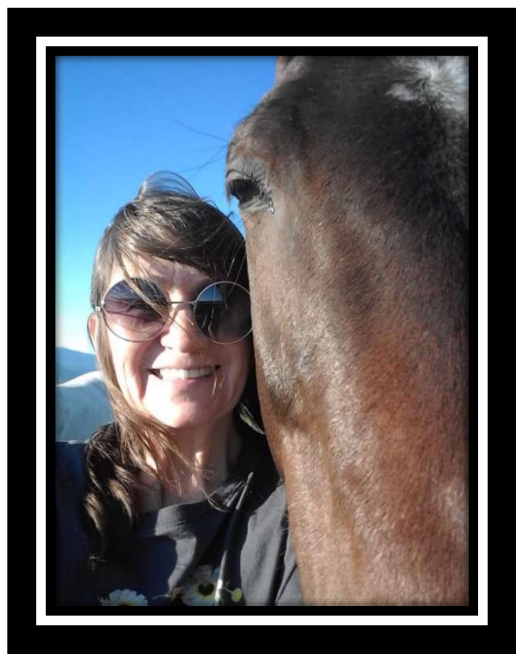
An impressive presentation that we heard during the ANCW Region V meeting was by Dave Duquette from Western Justice. He founded Western Justice, a non-profit organization to provide a voice for the western horse industry. The western horse industry is a big industry with the smallest voice in Washington DC. The western horse industry is a \$122 billion-dollar industry compared to the National Football League (NFL) at \$10 billion dollar industry. The goal of Western Justice is to protect the western horse industry from animal rights groups and to support and help the industry to grow.

Dave Duquette has worked with Protect the Harvest (protecttheharvest.com) advocacy organization in an effort to education and inform against activities of animal extremists' groups, anti-agriculture groups; protect the rights of people in agriculture; and respond to laws and regulations. Western Justice has a similar mission, just targeted to the western horse industry. Dave was instrumental in the prison pardon for the Hammonds from Oregon, utilizing his contacts in Washington DC.

Animal rights activists are working not only at the federal level, but also at the state and county levels to limit or stop activities that the western horse industry participates in. Examples include: Alameda County banned mutton busting last year; Los Angeles is implementing a ban on rodeo, bull riding and other similar events (you can sign a petition on the Western Justice website); Colorado initiative 16 - animal cruelty law limiting when a beef can be slaughtered for food at one quarter of its lifespan at age 5 years for beef, age 3 ½ or pigs and sheep and age 2 years for chickens.

Western Justice differs in strategy from a lobbyist activity, where there are just a few donors to a long-term infrastructure that answers to all of the people involved in the western horse industry. To do this, they need members. When Dave talks to a Congressman or Senator or even the President, he can say that "I represent a million members." This gets the attention of leaders. Membership is just \$50 per year to provide protection to our way of life and the freedom to participate in the western way of life. Please consider becoming a member by going to the Western Justice website, westernjustice.info, see what they are doing and join.

By Leanne Brown, 2nd Vice President



President's Message:

Hello, I hope this finds you and your family happy and healthy and that you are looking forward to a new season filled with opportunities. I am excited for summer and fun times. I am blessed that my commute to work is filled with fields of happy cows, horses and pure beauty all year.

In March, the SCCW board met and had the pleasure of welcoming two special guests, Grace Woodmansee and John Boyes. Grace is the new Siskiyou County Livestock and Natural Resources Advisor. John is the new Farm Services Agency Director for Siskiyou County. We were grateful to hear about the resources they offer. We have asked Grace and John to join us for our Spring Membership Meeting to share with you as well.

We had wonderful time at our Spring Membership Meeting at the Fort Jones Community Center, Fort Jones on April 10th. Some lovely appetizers and salads were shared. We are very happy to be

meeting in person! There were eleven ladies from our area who attended the ANCW Region V Meeting in Pendleton, Oregon on April 29 – May 1st. A great time to cut loose and have some fun. They are energized to work for our unit and share the good news about our industry and educate folks about beef!

Earth Day was April 22. Did you see our Earth Day banners placed in highly visible areas around the County? How can you share the word about how rancher care about the land, the animals, and our earth?

We have many great beef promotions happening. I hope you will like, comment, and share our Siskiyou Cattlewomen Facebook posts. Thank you again to the board and members who continue to support our goals of getting the good word about beef out there. Feel free to reach out at lorimarch9@gmail.com or 530-598-6187. I hope to see you soon. Lori Vallo March, Siskiyou County Cattlewomen President.



CCW Powder River Raffle Tickets

Siskiyou County CattleWomen are once again selling the CCW Powder River Raffle Tickets as a fundraiser for both the CCW and SCCW. SCCW receives ½ of the proceeds from the tickets our members sell.

To obtain tickets to sell, contact 2nd Vice President Leanne Brown

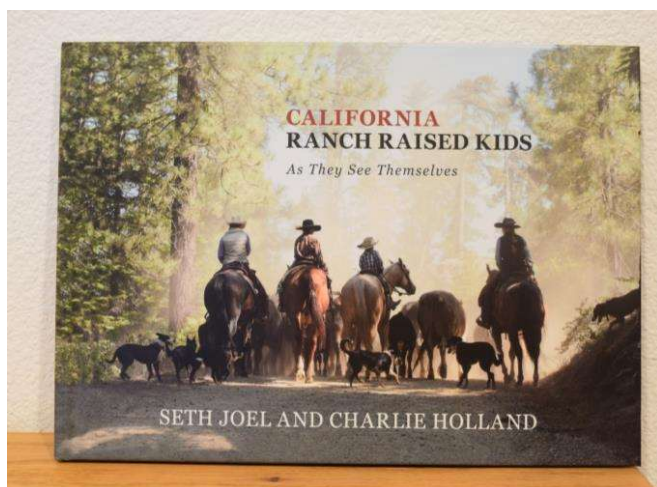
Siskiyou County Cattlemen's Cattle Tour

August 21, 2021 at the Siskiyou Golden Fairgrounds

California CattleWomen's Mid-Year Meeting

SAVE THE DATE for the CCW Mid-Year Meeting in Paso Robles on August 25th & 26th!
More information regarding agenda and reservations coming soon.

SCCW Fall General Meeting - Butte Valley - October 2, 2021, at 11:00 am
Dorris Lions' Community Center



California Ranch Raised Kids: As They See Themselves.

By Seth Joel and Charlie Holland

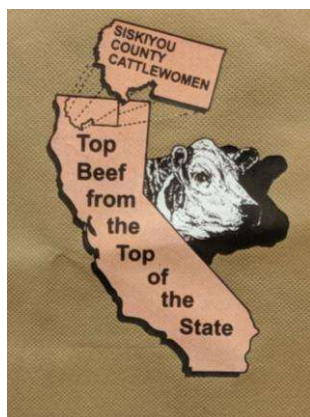
Sponsored by California CattleWomen, The Beef Council, California Cattlemen, and the California Rangeland Trust

Now available!

The Siskiyou County CattleWomen have purchased hard cover copies of these books and have given a copy to each school in our county. There are only 36 copies left.

Two ranch families from Siskiyou County are represented in this beautiful reflection of California ranching life as seen through the eyes of our children. From the mountains, to the desert, to the ocean, and all the land in-between, Charlie and Seth traveled our state, interviewing and photographing our ranching children. The youth and children tell it like it is - honest, raw, and real. Their stories will make you laugh and also reflect on the wonderful future they are helping make.

To purchase a copy of this beautiful book, please contact a SCCW board member.



Siskiyou County Cattlewomen
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