



CHARFOCUS

INAUGURAL YOUTH CONFERENCE

The AIJCA hosted 38 youth from 7 states and 5 countries for the Inaugural VitaFerm CharFocus Youth Conference, July 28-31, 2022, at Kansas State University in Manhattan, Kansas. High school and college aged participants were provided the KSU Animal Science experience beginning with accommodations in Haymaker Hall, a visit to the Stanley Stout Center for Animal Sciences and Industry (ASI) Rotations with professors and a Meat Science Demonstration and tour of the KSU Meat Lab. Special thanks to Dr. Dan Moser, College of Agriculture Associate Dean of Academic Programs and Dr. Mike Day, ASI Department Head, for sharing the Kansas State University experience to attendees.

Kansas State University



Animal Sciences and Industry

Galen & Lori Fink and Chad & Megan Larson of Fink Beef Genetics provided first class hands-on experiences with repro tracts and microscopes with help from industry partners, Cross Country Genetics and Vytelle. NextGen Cattle Co. showed participants their bull development facility and a group of Charolais and Beefmaster cow-calf pairs while discussing their goals and vision of their business including the launch of the new e-commerce brand NextGen Beef. Day two wrapped up with a chat with young VitaFerm professionals Katie Williams, Shane Schaake, and Cody Jensen about the transition from college to career.

Day three kicked off with team building activities and personal growth with zipline and archery experiences at Rock Springs Ranch 4H Camp. Shawn Tiffany, Tiffany Cattle Company, provided a tour of their feedlot and cattle working facilities in Herrington. Our international participants were joining the conference as part of the Charolais Charbray International Youth Program in the USA. Attendees learned about the Charolais associations from each country in attendance.

To close the weekend, Debbie Lyons-Blythe, chairman of the U.S. Roundtable for Sustainable Beef, shared the initiatives of the organization and how each of us can make an impact.

Watch for location and dates of the 2023 VitaFerm CharFocus Youth Conference!

LEADERSHIP • EDUCATION • FRIENDSHIP



