

# THE H.E.R.D

where Her Educational Resources are Delivered



## WHERE THE COUNTRY GIRLS AT

BY GCWA VICE PRESIDENT, HAILEY PARTAIN

TRADITIONALLY THE WOMAN'S PLACE ON THE FARM WAS VIEWED AS BEING IN THE KITCHEN, CARING FOR THE CHILDREN, AND TENDING TO THE HOME. IS THAT STILL THE NORM? WHAT STATICS ARE OUT THERE?

BASED ON THE 2017 CENSUS, IN THE STATE OF GEORGIA, 34% OF FARMERS ARE FEMALE. THAT IS A 30.8% INCREASE IN THE PAST FIVE YEARS. OUR NUMBER IS JUST SHY OF THE NATIONWIDE PERCENTAGE, WITH FEMALE FARMERS REPRESENTING 36% OF THE TOTAL DOCUMENTED POPULATION. HAVE YOU SEEN THIS UPWARD TREND IN YOUR COMMUNITY?

IT IS EVIDENT THAT WOMEN ARE TAKING ON MORE AGRICULTURAL ROLES, EVEN WITHIN THE MEMBERS OF OUR GCWA DIRECTORS BOARD. WE HAVE MULTIPLE FULL-TIME FARM OWNERS/OPERATORS, PART-TIME FARM OWNERS/OPERATORS, COUNTY EXTENSION AGENTS, AND INDUSTRY ASSOCIATION REPRESENTATIVES.

THE MAJORITY OF OUR MEMBERS ARE NOT FULL-TIME FARMERS, BUT ARE FULL-TIME WORKERS, FULL-TIME LABORERS, FULL-TIME MOTHERS; BUT THEY CONTINUE TO UPHOLD THEIR AGRICULTURE RESPONSIBILITIES, WHATEVER THOSE MAY BE.



THE ROLE OF THIS ASSOCIATION IS TO GIVE A PLACE TO THOSE INDIVIDUALS THAT HAVE A PASSION FOR THE CATTLE INDUSTRY, A PASSION FOR AGRICULTURE EDUCATION, AND A PASSION FOR PROMOTING BOTH BEEF AND DAIRY. WE GIVE THEM AN ENVIRONMENT WHERE THEY CAN NETWORK, EDUCATE, AND FELLOWSHIP WITH OTHER WOMEN OF SIMILAR INTERESTS.

FARM DYNAMICS ARE EVER CHANGING. MEN AND WOMEN ARE TAKING ON DIFFERENT ROLES ON THE FARM AND IN THE COMMUNITY. WOMEN CAN NOW BE SEEN IN ALL ASPECTS OF THE CATTLE INDUSTRY.

LIKE THAT POP-COUNTRY SONG BY TRACE ADKINS SAYS "WHERE THE COUNTY GIRLS AT." WE ARE EVERYWHERE! AT THE OFFICE, IN THE HOME, AND ON THE FARM; GIVING THAT "GEORGIA PEACH SMILE!"

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**To Educate,  
To Promote,  
To Protect,**

*the Georgia Cattle Industry.*



# BECOMING ME, THROUGH BEEF

BY 10TH GRADER, MACEY SOUTH

DURING MANY FAMILY CONVERSATIONS, WE REFLECT ON WHAT OUR LIVES WOULD LOOK LIKE IF WE WERE NOT INVOLVED IN THE CATTLE INDUSTRY. THE REALIZATION IS ALWAYS THAT "IT IS JUST NOT POSSIBLE."

THE CATTLE INDUSTRY HAS BROUGHT SO MANY NEW OPPORTUNITIES AND EXPERIENCES THROUGHOUT MY LIFE. I CAN REMEMBER AS A LITTLE GIRL MY PARENTS WOULD DRAG ME ALONG TO CONFERENCES, PRODUCER MEETINGS, AND EDUCATIONAL CLASSES THAT OTHER FARM FAMILIES WOULD BE INVOLVED WITH. NEVER IN A MILLION YEARS WOULD I HAVE THOUGHT THAT I WOULD HAVE MET SOME OF MY LIFELONG FRIENDS AT THESE CONFERENCES AND STILL TALK TO THEM TO THIS DAY. I HAVE THE CATTLE INDUSTRY TO GIVE THE CREDIT TO THESE OPPORTUNITIES BECAUSE THAT IS REALLY WHAT GOT US STARTED FARMING IN THE EARLY 2000S.

WHEN STARTING OUR FARM, MY GRANDFATHER AND FATHER DECIDED TO BUY SOME LAND TO PUT SOME COWS ON. WE ONLY STARTED OUT WITH ABOUT 25 HEAD OF CATTLE AND NOW WE ARE ON A 250-HEAD CATTLE OPERATION WITH MANY OTHER DIVERSITIES WITHIN THE INDUSTRY, FROM HAY AND BALEAGE TO CHICKENS AND STRAWBERRIES. BUT WE ALL KNOW, WITH COWS COMES DIVERSITY.

OVER THE PAST 10 YEARS, WE HAVE LEARNED THE IMPORTANCE OF QUALITY. QUALITY IN OUR CATTLE AND WHAT GOES INTO OUR CATTLE. THE QUALITY IN OUR OPERATION HAS LED TO BETTER QUALITY IN OUR YIELD. I HAVE GOTTEN OLDER, I HAVE BEGUN TO TAKE ON THESE RESPONSIBILITIES IN THE EXPANSION OF OUR BEEF OPERATIONS. IT REALLY HAS BECOME MY WAY OF LIFE OUTSIDE OF SCHOOL. FOR EXAMPLE, JUST IN THE PAST 3 YEARS I HAVE HELD THE RESPONSIBILITY OF FEEDING OUR REPLACEMENT HERD OF HEIFERS. I NEVER VALUED OR SAW THE IMPORTANCE IN THIS HERD, BUT NOW I DO. THESE HEIFERS WILL GO ON TO BE THE COWS THAT PROVIDE FOR OUR FAMILY AND OTHERS IN OUR COMMUNITY. THEY NEED TO RECEIVE THE BEST CARE TO BE THE BEST QUALITY GOING INTO A REPRODUCTIVE HERD.

AS OUR ALREADY REPRODUCING COWS HAVE CALVES, WE MAKE SURE THEY ARE GETTING THE BEST NUTRIENTS WHILE NURSING THE CALVES. WHAT GOES INTO THEM, WILL BE GOING INTO THEIR OFFSPRING. JUST LIKE MANY OTHER CATTLE FARMERS, WE WEAN OUR CALVES AT 6 MONTHS OF AGE. THE WEANING PROCESS HAS BEEN SOMETHING WE HAVE INCREASED ATTENTION TO. COVID HAS GRANTED US THE OPPORTUNITY TO WIDEN OUR HORIZONS TO USE OUR WEANED CALVES TO PROVIDE BEEF TO LOCAL COMMUNITY MEMBERS. I HAVE BEEN FEEDING OUR FEEDER STEERS OUT UNTIL THEY REACH ABOUT 1200 POUNDS AND THEN WE HAVE THEM PROCESSED TO SELL LOCALLY TO CONSUMERS. WE HAVE BEEN ABLE TO ENGAGE WITH OUR COMMUNITY THROUGH OUR BEEF SALES. IT IS AMAZING TO SEE THE RELATIONSHIPS WE HAVE ESTABLISHED THROUGH THIS BUSINESS, BY EDUCATING ON THE INDUSTRY AND SELLING DIRECTLY TO THOSE CUSTOMERS.



I WOULDN'T TRADE WHAT WE HAVE THROUGH THE BEEF INDUSTRY FOR ANYTHING. THERE ARE DAYS THAT ARE DISCOURAGING AS WE FEEL LIKE WE DON'T HAVE ENOUGH WAYS TO PROVIDE, BUT WE COUNT EVERY VICTORY, LARGE OR SMALL. FROM BEING ABLE TO GET ON THE LIST AT THE PROCESSING PLANT TO BEING RECOGNIZED AT CONFERENCES, EVERY VICTORY COUNTS AND ALL OF THEM ARE BLESSINGS. I'M GRATEFUL TO BE ABLE TO PROVIDE FOR THOSE IN MY COMMUNITY AND ESTABLISH THOSE RELATIONSHIPS WITH THEM. IT IS A JOB THAT I LOVE TO LEARN ABOUT AND LEARN FROM. THE BEEF INDUSTRY DESERVES ALL THE CREDIT FOR THE OPPORTUNITIES AND EXPERIENCES I HAVE BEEN GIVEN. I WOULD NOT BE WHERE I AM TODAY OR ON THE PATH I AM HEADED, WITHOUT THIS INDUSTRY AND THE AMAZING PEOPLE AND KNOWLEDGE I CONTINUE TO MEET AND LEARN ALONG THE WAY.





## MY GCWA BRAND...

BY GCWA PARLIAMENTARIAN, CYNTHIA DOUGLAS

I BECAME INVOLVED WITH THE COWBELLES, CATTLEWOMEN, AND THE CATTLEMEN'S ASSOCIATIONS AS A YOUNG CHILD. MY DAD WAS THE FIRST FULL TIME EXECUTIVE VICE PRESIDENT FOR GCA AND MOM WAS THE OFFICE SECRETARY, SO I GOT STARTED EARLY LEARNING TO PROMOTE BEEF. IN THE 60'S, WE PROMOTED BEEF AT THE GEORGIA STATE FAIR AT LAKEWOOD PARK AND AT THE LENOX SQUARE DURING BEEF FOR FATHER'S DAY PROMOTIONS. THESE EXPERIENCES GUIDED ME ON HOW TO PROMOTE BEEF TO THE CONSUMERS AT AN EARLY AGE. IN 1972, I BECAME A CHARTER MEMBER OF THE GEORGIA COWBELLES AND WAS CROWNED THE 1977 GCA QUEEN. I HAVE SPENT A LIFE TIME LEARNING FROM AND WORKING BESIDE CATTLEMEN AND CATTLEWOMEN.

BEING AN ACTIVE 4-H'ER, SHOWING CATTLE, AND FARMING HAS ALWAYS BEEN ONE OF MY LOVES. AFTER GRADUATING FROM COLLEGE, I STARTED TEACHING SECOND GRADE AND I FOUND A DESIRE TO TEACH THE STUDENTS ABOUT AG IN THE CLASSROOM. THAT'S WHEN I STARTED INVITING CLASSES TO OUR FARM, AND ORGANIZING FARM DAYS AT THE SCHOOLS. VOLUNTEERING WITH 4-H LIVESTOCK AND OTHER PROJECTS WENT HAND-IN-HAND WITH TEACHING AND GUIDING OUR YOUTH.

FOR 15 YEARS, I SERVED AS THE GEORGIA BEEF COOK-OFF CHAIRMAN, AND ON THE NATIONAL BEEF COOK-OFF COMMITTEE. THIS GAVE ME AN OPPORTUNITY TO VISIT WITH CONSUMERS THROUGHOUT THE UNITED STATES AND LEARN MORE ABOUT THE BEEF INDUSTRY AND HOW TO PROMOTE BEEF.

THROUGHOUT MY MEMBERSHIP YEARS, I HAVE SERVED IN ALL GCWA OFFICER POSITIONS AND ON NUMEROUS COMMITTEES. TO ME, PROMOTING AND EDUCATING OUR YOUTH AND CONSUMERS IS A VITAL PART OF OUR MISSION AS PRODUCERS.

YOU DON'T HAVE TO RAISE CATTLE OR BE INVOLVED WITH THE DAY-TO-DAY OPERATION IN ORDER TO PROMOTE OUR PRODUCT. THERE ARE SO MANY WAYS YOU CAN TEACH OTHERS ABOUT BEEF AND AGRICULTURE BY VOLUNTEERING WITH 4-H AND FFA EVENTS, VISITING CLASSROOMS, DISTRIBUTING BEEF BROCHURES AT LOCAL STORES, TEACHING BEEF COOKING CLASSES, ASSISTING WITH SHOWS, EVEN HOSTING FARM DAYS. I WANT TO INVITE YOU TO BECOME INVOLVED AND SHARE YOUR SKILLS AND KNOWLEDGE IN SOME WAY IN THE FUTURE. WE MUST CONTINUE ENCOURAGING AND EDUCATING THE NEXT GENERATION ABOUT FARM LIFE, SO JOIN US AND LET'S TELL OTHERS ABOUT OUR LIVES ON THE FARM.



## WHERE'S THE BEEF?

BY GCWA VICE PRESIDENT, HAILEY PARTAIN

YOU MAY HAVE SEEN THIS CHILDRENS HANDOUT TITLED "THERE'S A COW IN MY MARSHMALLOW," MAYBE AT A FARM DAY OR A BEEF BOOTH. HAVE YOU EVER REALLY LOOKED AT IT THOUGH? THIS ONE HANDOUT LISTS THIRTY-ONE DIFFERENT BY-PRODUCTS THAT WE GET FROM CATTLE. ISN'T THAT INCREDABLE?

NOW, THIS IS NO WHERE NEAR THE AMOUNT OF ACTUAL BY-PRODUCTS THAT COME FROM CATTLE, AS IT DOESN'T EVEN MENTION FIREWORKS. YES, YOU READ THAT RIGHT, FIREWORKS! DID YOU KNOW THAT THEY USE BEEF FAT IN THE PRODUCTION OF FIREWORKS?

THERE IS SO MUCH EDUCATIONAL VALUE IN TEACHING OUR COMMUNITIES ABOUT THE CATTLE INDUSTRY. BY-PRODUCTS IS JUST ONE OF MANY TOPICS OUT THERE. OTHER EXAMPLES CAN BE DAIRY PRODUCTION, CATTLE BREEDS, CAREERS, WHERE DOES MY HAMBURGER COME FROM, AND SO MUCH MORE.

WHO BETTER TO TEACH THIS, THAN US? WE ARE THE ONES THAT KNOW THESE TOPICS INSIDE AND OUT, BECAUSE AS INDUSTRY FOLKS, WE DO IT EVERYDAY.

DO YOU WANT TO BRING PROGRAMS AND TOPICS LIKE THIS TO YOUR COMMUNITY BUT DON'T KNOW HOW? CONTACT US! WE ARE HAPPY TO HELP YOU GET STARTED, AND SUPPORT PROGRAMS THAT PROMOTE AND EDUCATE OVER THE BEEF AND DAIRY INDUSTRIES. AS CATTLEWOMEN, THAT IS WHAT WE ARE HERE FOR.

# cows, cast irons, & coffee.

ALL CATTLEWOMEN NEED



# THE INADVERTENT FARM

BY GCWA SECRETARY, JENNIFER SCOTT

I NEVER PLANNED TO HAVE A FARM. I WAS JUST LOOKING FOR AN OLDER HOME WITH SOME SPACE, AWAY FROM MY NEIGHBORS. AS EACH PIECE OF PROPERTY AROUND ME WENT UP FOR SALE, I BOUGHT A LITTLE MORE.

THEN A FRIEND OF A FRIEND NEEDED A PLACE FOR HIS DAUGHTER TO KEEP HER SHOW CALF. NOW, BY THEN I HAD VENTURED ALREADY INTO THE WORLD OF CHICKENS BUT IT HAD NEVER OCCURRED TO ME TO HAVE LARGE FARM ANIMALS. ONCE THE SHOW COW WAS HERE AND I HAD GOTTEN USED TO THE IDEA OF HAVING A COW, HE ASKED IF HE COULD PUT SOME ADDITIONAL COWS OUT IN MY PASTURE.

THAT IS WHEN I WAS HOOKED ON "REAL" FARM LIFE.

WHEN HIS DAUGHTER GRADUATED FROM HIGH SCHOOL, THE SHOW COW MOVED AWAY AND THE OTHER COWS WERE SOLD FOR COLLEGE TUITION. BUT IT WASN'T LONG BEFORE FARM FRIENDS, THAT I HAD MET THROUGH HIM, ASKED IF THEY COULD MOVE THEIR COWS INTO MY PASTURE. AFTER THAT, IT WAS INEVITABLE THAT I WOULD GET MY OWN COWS.

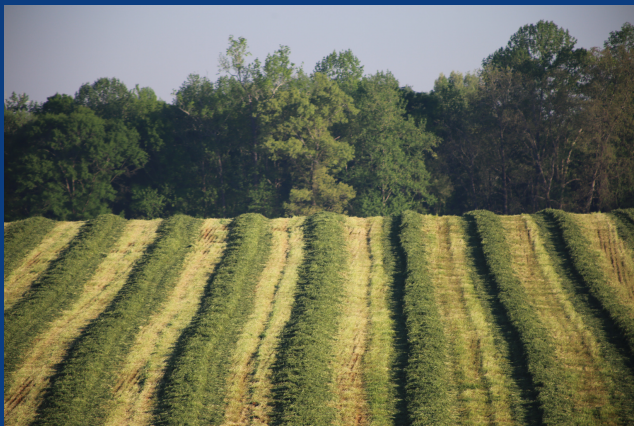
TODAY, EIGHT YEARS LATER, I LIVE ON A COW FARM WITH COWS, CHICKENS, AND EVEN A FEW DONKEYS. THIS CITY GIRL HAS LEARNED A LOT, BOTH FROM OTHER FARMERS AND FROM CLASSES AT UGA.

WHAT STARTED OUT AS INADVERTENT, HAS BECOME DELIBERATE.



## Raw Exposure

where the industry is captured, for all it's BEAUTY



K. Williams Photography



For help, advice, or information on local cattlegwomen programs and events, contact our board.

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