



American's National CattleWomen Inc.
2020 National Collegiate Beef Advocacy
Program Winners



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SAN ANTONIO, Texas February 2020 – Three winners for the 2020 Collegiate Beef Advocacy Program, an American National CattleWomen, Inc. program, were selected and announced at the annual National Cattle Industry Convention in February.

The winners of the 2020 Collegiate Beef Advocacy Program are Ms. Madison Forbes, Lone Tree, Iowa; Ms. Sarah Drown, Ramona, Calif.; and Ms. Fallon Plaisance, Kentwood, La.

The program is designed to provide collegiates hands-on learning experience with public speaking, digital media marketing, professional networking and mentorship from industry experts. The Collegiate Beef Advocacy Program embodies a mission of building the next generation of cattlemen and women through character, leadership and growth.

Throughout the year, these ladies experience opportunities to travel across the country to connect with legislatures, engage in educational events and broaden their knowledge about the diversity within the cattle community. This year their focus will be to increase awareness of global hunger and the demand for the American rancher and farmer to enhance production efficiency by the adoption of available technology with the theme of #beef4generations. They are empowered to promote beef nutrition and literacy within their communities and college campuses by planning fundraisers and interactive events. This opportunity helps collegiates develop their passion and drive for beef advocacy by providing training, resources, and farm to fork experiences.

Forbes is an eighth-generation farmer and CattleWomen. She is the daughter of John and Kelli Forbes and is currently a junior at the University of Iowa—majoring in Journalism and Mass Communications with a focus in Agriculture. Forbes grew up on a cow-calf operation, raising Angus and Maine Anjou cattle. Her family also grows corn and soybeans. She has a soft spot for the Charolais breed and started her own herd in 2013, which has grown it to twenty head. Her favorite cut of steak is prime rib.

Drown is a junior at Oklahoma State University studying Agricultural Communications and Agribusiness. She will graduate in May 2021 and aspires to begin law school the following fall. She has a background in commercial cow/calf ranching but has a love in her heart for Red Angus cattle. Anytime she goes home, she loves to enjoy a homegrown tri-tip, which is her favorite cut she said. Drown brings diversity to the Midwest

since she comes from a non-antibiotic ranch that relies on nature and rotation to graze their cattle, rather than growing forage. She is the daughter of Glenn and Margaret Drown and is a fifth-generation rancher.

Plaisance is the daughter of Chance and Charity Plaisance. She currently attends Louisiana State University as a junior. Plaisance's major is Agriculture Leadership and Development with a minor in Animal Science. Plaisance's involvement in agriculture began on her family owned ranch, 3P Ranch. They raise around two hundred head of Brahman cattle. Their main focus is to raise show cattle, but they also have a small F-1 herd. She plans to continue sharing her passion for beef cattle and show others what great aspects this industry has to offer.

The American National Cattlewomen, Inc., consists of thousands of members from across the United States and has a 65-year history of uniting women in agriculture to focus on its core concepts of beef promotion, education, and legislation. For more information about ANCW or how to join today, visit www.ANCW.org. For more information about the collegiate program email us at ANCW.CBAP@gmail.com.



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Photo caption: The 2020 winners of the Collegiate Beef Advocacy Program announced at the Cattle Industry Convention in Phoenix, Az. Each recipient receives a \$2,000 scholarship.