

“TIME TO REFLECT”

Joel Lanier- Jacoby’s Feed Consultant

The 20-21 show season is about over, and to say this past year has been one for the record books is a giant understatement! The COVID pandemic was a huge curveball to stock showers but a serious problem for peoples’ health, livelihood, and mental psyche. I salute all the families of the farming and ranching world. There’s not a more resilient group of folks than people of agriculture. Stock showers are inherently an optimistic bunch to say the least. I think that parents and children who are drawn to the show ring have some common characteristics that give them the fortitude to navigate the competitive world of stock shows. Successful stock showers seek competition and have a strong work ethic and are self-reliant and stubborn. Parents see the value of a family activity that teaches responsibility, teamwork, dedication and perseverance. Young people see the change to travel, meet new friends and compete center stage in front of family and peers. The beauty of stock showing is that along with the allure of winning and recognition is the education and life skill development that goes hand in hand with any successful program. FFA & 4-H are the premier programs in the USA and unlike organized sports the opportunity for the whole family to be involved in every aspect of this journey makes competitive stock showing a unique and positive experience for all involved. My hats off to the major stock shows and countless county shows that held fast and provided an important opportunity for our young people. I can’t say thank you enough to the stock show officials and numerous volunteers from the county level on up to the major stock show level. The effort to keep those shows open and functioning was truly amazing. The officials and sponsors behind the scenes putting on the many replacement shows is a testament to the commitment of the livestock industry and individuals who care about our agricultural youth. Stockman, we have rounded the bend and the future is looking up for those who love livestock and are drawn to the excitement of the show ring. On behalf of Jacoby’s, I would like to take this opportunity to thank all of our customers for your continued support and look forward to working with you again in the coming show season. Congrats to the many winners around the country that chose Jacoby Nutrition to fuel their champions! Now is the time for reflection and thanksgiving. Next time I would like to talk to you about doing a personal report card on your show animals’ results this past season and how to develop a priority list for continued improvement and performance in the show ring. Thanks again and good luck with your stock!