

# MONTANA SHORTHORN ASSOCIATION

OCTOBER 2020 NEWSLETTER

## JC FARMS

Raising beef in today's world.

**Tell us about yourself and your involvement in the cattle industry?**

My name is Jacki Christman. I grew up on a large cattle, horse and sheep ranch in Harding County, South Dakota and got my degree in Natural Resource Conservation at Dickinson State University.

My husband and I, along with our three kids Cahan, Citti and Conway, own and operate our farm and ranch, JC Farms. We have a 5-crop rotation and a cow/calf operation. He is the farmer, and I am the rancher. We work together but I make the major decisions with the cattle and he does the same with the farming.

**An industry that feeds us, is an industry worth fighting for. What do you feel, fellow cattle producers should focus on most, to help ensure our way of life continues?**

It was hard for me to realize but I believe we need to work on educating the consumers and find out what they want from us. We need them to continue to eat



beef instead of plant-based proteins and artificial meat. We also need to get after people that use our checkoff dollars, to do a better job promoting beef and the benefits to the environment and health. It is a scary time watching more and more people say that food we are working all year to raise is unhealthy and wrecking the environment... which is extremely far from the truth.

**When educating the public and customers, from commercial producers at large to show cattle and hobby herds, what do you feel we, with the common ground of cattle, should focus on getting out to the public?**

Social media has done wonders spreading information

## OCTOBER NEWS

MSA officers meeting will be held October 20<sup>th</sup>, to discuss upcoming events.

Membership cards have been ordered and will promptly be sent out to those, who have paid 2021 dues.



Welcome, new Junior Members, Chelsi, Kade & Trevin Green! They will all be showing purebred shorthorns, this coming season!

and we need to work together to spread the positive aspects of cattle instead of all the negative. Also, be proactive when working around cattle. I like to think that someone is always watching. Is what I'm doing, going to look positive or negative in someone else's eyes?



**As a producer that raises cattle from start to finish, calving to the freezer, what would you say is the most helpful tip, for other producers looking to do the same?**

I am so very new at selling our own beef, so it is hard for me to say what works or doesn't. However, someone said that buying our beef is also buying our family, meaning people want to know more about us and our lifestyle. I try to really hard, to document our family operation on Facebook so people can see exactly how our animals are raised and the amount of work we do from start to finish.

**How do you find, aside from now selling cuts of meat, your operation has changed, having the cattle through start to finish?**

It is a new daily chore of feeding every day and making sure cattle are healthy and eating the proper amounts. We also must calculate the amount of forage we need on hand to finish our own cattle and if the profits are enough to continue this new adventure.

**Education is important for everyone. What do you recommend most, as far as educating ourselves as producers, to help promote our way of life in a positive way?**

Find a group or organization that do a good job or have the same values you do and invest in the group. Go to meetings and help them fight the good fight.



**It seems in today's world, ag is a dying breed. How do you feel, we can get our youth more**

**involved? (ranging from ranch kids to town kids)**

I think 4-H and FFA are two great groups that welcome all kids and teach them great lessons in all aspects Ag related



**If you could give fellow producers any advice, on keeping a good attitude through difficult political times, what would it be?**

All we can do is vote for the best candidate and hope that in the end it will work out. At a local level, call representatives to get your voice heard but I try not to burn too much energy on things that are out of our control.

**If you could give fellow producers advice on handling beef discrepancies, often seen on social media, what would it be?**

I would respond with facts and real-life examples. Some people especially on social media only want to fight and spew hate and no matter what you say or do, won't change their thoughts. I

started a Facebook Page **JC Farms** and I have only had really great feedback and good questions but I have seen plenty negativity on other platforms and most the time I ignore those because they are not looking for facts. There are a lot of people with big platforms that say negative, misguided or false statements about the ag industries and it is hard to fight those stories, but if we work together as an industry our voices will have more weight.

**JC Farm and Store is an amazing accomplishment, share a little about your dreams on it and how they are coming together. What drove you, to offer a store to the public? How can those interested, purchase from you?**

I have always believed very strongly about COOL(country of origin labeling) and believed if people had a choice in where their meat came from, they would buy from USA producers. I decided to take my theory and make it a reality. We are now finishing our own beef and labeling it JC Beef. I wanted to make JC Beef available for local people as well as through the whole country, so we made an old storage building into a store in our yard and also ship our beef. It is a very new venture for us and we have had some wonderful feedback about our beef, but we probably won't know if it will be a profitable business for another year or so. JC Country Store is a little dream that we have worked hard on but running a retail business is new and a little nerve

racking. I appreciate all our new clients and hope to keep building the business. Our webpage is [www.jccountrystore.com](http://www.jccountrystore.com) and our next load of beef will be available the middle of December. I also update our JC Farms Facebook page, almost daily, about our family ran operation and any news about the store.

# JC BEEF

HETTINGER, ND



704 8TH ST NE • 58639  
701-928-0793

## OCTOBER CLASSIFIEDS

### Diamond K Jumbo 175G Registration #: x4298788

2019 Bull by Kamilaroi Meat Packer out of a Newbiggon Jumbo cow

Contact:  
Wally Klose  
(406) 684-5414

Or email:  
friedlyshorthorns@gmail.com

