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Cattlemen Takes Association's Reins

As executive vice president of Nebraska Cattlemen, Inc., Michael Kelsey represents more than 3,000 Nebraska beef producers at both the state and federal levels. His efforts ensure that the climate in which Nebraska beef producers conduct business is positive and productive.

Through his role with the Nebraska Cattlemen, Kelsey helps execute the actions of the Nebraska Beef Quality Assurance Program, ensuring consumers consistent quality and safety in the beef they consume.

"We know that consumers are concerned and have questions about how and where their food is raised and where it comes from," said Kelsey.

The program, which currently has more than 4,000 certified beef producers and grows by an average of 10 percent annually, also works closely with related industries to ensure all areas of production agriculture build quality assurance programs. Such industries include the turkey, pork, dairy and even trucking industries.

As a cattleman himself, Kelsey's concern for the beef industry runs deep. He grew up on a registered and commercial cow/calf operation in Oklahoma, and earned a degree in Animal Science from Oklahoma State University. From those experiences, Kelsey knows the role cattlemen play in producing a quality product.

"Beef producers are animal welfare by nature. We care for our animals in a manner that allows us to produce a high quality product, but most importantly we feel that it is a responsibility of stewardship, and it's just the right thing to do."