



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

A Message from the Campaign Chair and Vice Chairs

THANK YOU

This month the Roundup is coming to you on behalf of all the individuals you see above. It's a little different than our normal edition because this month, we wanted to do a special edition and pay tribute to all the ranchers, farmers, and people who work in agriculture. This isn't just to say, "Thank you for all you do." It's to say what should be obvious: we could not live without the work you do. We and the entire National Western Family stand with you today, tomorrow, and forever. You are the reason we have made it the last 115 years, and you are the reason Denver residents overwhelmingly approved a \$467 million ballot initiative to support one of the country's most ambitious urban-renewal projects – the new National Western Center. And of course, you're the reason we're raising \$100 million to support four incredible new facilities at the heart of that new center.

Those of you in the industry know the facts, but they bear repeating for everyone. In the state of Colorado:

- Agricultural industries contribute \$41 billion to the Colorado economy and employ over 173,000 people, according to the Colorado Department of Agriculture.
- Agricultural cash receipts in the state of Colorado exceed \$7 billion, with livestock being the largest contributor to that at almost \$4.6 billion.
- Nearly half of Colorado's 67 million acres are farms and ranches.

The broader story is equally impressive:

- About 40% of the land in the United States is used for agriculture of some form, including livestock grazing. This includes 431 million acres of cropland, 397 million acres of pasture, and 72 million acres of forests.
- 28% of the U.S. population work in agriculture; globally, nearly a billion people work in the agricultural sector.

Education at the core

It's always worth a chuckle when kids at the Stock Show are asked where their food comes from. Many answer, "King Soopers." For no small number of the 20,000 kids that come through our doors during the 16 days in January, it's the only time they see a live farm animal all year – and one of the few times they're able to connect their urban and suburban lives with the agriculture that sustains them.

The Stock Show has always showcased new ways to better produce, feed, and market livestock. Over the years, that mission expanded to include diverse agricultural education programs, including ones designed to share the vital importance and long heritage of farming and ranching in an increasingly urbanized West.

The creation of the National Western Center will extend the National Western's educational mission to benefit both rural and urban West. The new center's world-class venues and our partnership with Colorado State University will provide an environment capable of supporting everything from hands-on work with animals to virtual-reality teaching tools, attracting top educators, and providing a compelling backdrop for learning.

The New National Western Center is for YOU

The Stock Show is about doing business, no question. But we all know it's about a whole lot more. The National Western brings old friends together, year after year. This year without a Stock Show – the first such year in more than a century – drove home how important this event is to so many of us, and not just economically. The National Western is the West's foremost family reunion. It's part of who we are, and we think that's what drives us to work for and contribute to the success of this \$100 million campaign for the Stock Show's future. That shared sense of identity and passion will, we have no doubt, lead us to meet and exceed our goal.

Speaking of that future, we are already excited about the 2022 Stock Show. It will be bigger and better than ever, and we're going to get to enjoy the first fruits of this project, and the campaign: not only will the [Cille and Ron Williams Yards](#) be open, but so will the HW Hutchison and Family Stockyards Event Center. These facilities will, in the coming years, be joined by the new [Sue Anschutz-Rodgers Livestock Center](#), the [Equestrian Center](#), and the [Legacy Building](#).

You'll see some changes in the way we do things, too. Among other innovations include the development of the VIP livestock exhibitor badge experience. It will include free onsite parking, exhibitor hospitality parties, and discounts on exhibitor badges, ticketed events, National Western Club access, and more.

Let us conclude by emphasizing that this isn't just about trying to make all of our hardworking friends feel better, although we hope you do! This is about reminding you of the enormous support you have in Denver and beyond and making sure you know you are valued, you are needed, and you are sincerely wanted. We can't wait to welcome you all to the National Western Stock Show on January 8, 2022.

A salute...

We pulled some of our favorite interviews from the last several Stock Shows to share with you – highlighting the heart and soul of our family: our ranchers! We hope you enjoy them.

An Interview with [Eldon Krebs](#) | An Interview with the [Martin Family](#)
An Interview with [Megan Douthit](#) | An Interview with [Guy and Clint Lafin](#)



For questions about the campaign or making a gift, please contact

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For news, updates and more on the Honoring the Legacy campaign for the National Western, visit

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