



Friend of the *Beef Expo*

Terry Woiwood

Dedication is defined in the Webster dictionary as "self-sacrificing devotion and loyalty." The recipient of the 2023 Friend of the Iowa Beef Expo is a true testament of that definition. Terry Woiwood was elected on the Iowa Beef Breeds Council as the South Devon representative in 1990. Terry was dedicated to improving the beef expo for the producers and for the juniors that exhibited cattle there.

Terry started raising South Devon cattle on his farm in Gardiner, IA in 1982. Although today his herd size may have dwindled down to 5 South Devon cows, his dedication to the breed is unmatched. When Terry was elected to the Iowa Beef Breeds Council in 1990, his loyalties lied with the producers. And when his term ended in 2020, after 30 years on the Iowa Beef Breeds Council his dedication was still apparent. Terry viewed his election onto the council as an opportunity to improve the expo and put the interest of the producers first. While on the council, Terry was also an immaculate record keeper. He would document events that would take place at the Iowa Beef Expo, and he spoke about how he has binders full of records from years past. Terry was a dedicated board member that never missed an Iowa Beef Breeds Council because he knew the prestigiousness of his position and held it to the upmost respect.





When Terry was asked if he ever helped manage the barn at beef expo his response was, "one man cannot manage all the activities within this barn, it takes a helping hand from everyone." And just as many who have worked beside would know, Terry was always about lending a helping hand. He didn't prefer sale cattle weekend over junior cattle weekend because he knew that no matter what day it was at the Iowa Beef Expo, he was going to be able to help someone and make their day a bit easier. Terry has traveled to Canada and almost all 50 states, including Alaska, working for producers doing custom fitting jobs. He stated that he was fortunate to possess enough knowledge that when other exhibitors at the Iowa Beef Expo needed assistance fitting an animal, he was always willing to step in. Those that worked alongside Terry were able to see his admiration for the industry and compassion for the next generation. Terry mentioned that one of his favorite things about the Iowa Beef Expo was seeing the next generation work alongside others to learn and be brought up in an industry that has provided so many opportunities for him. Terry states that he was fortunate that Allen Jass allowed him the opportunity to start his career within this industry. He was able to exhibit a steer at the National Western Stock Show when he was 12 years old with the assistance of Allen. Although Terry might have placed 2nd in class that day, it is now chalked up as a win in his book because of the door that that experience opened for him. Terry contributes his success within the industry to Allen because he took a chance on a young 12 year old boy and therefore shaped the rest of his life.



Terry stated, "I could never start naming the people that have helped more or that I have helped in fear of leaving someone out." The impact that Terry has made on the people closest around him is apparent and that is one of the greatest joys of this industry. A producer that is dedicated to the betterment of the next generation and the Iowa Beef Expo is beyond deserving of this prestigious acknowledgment.

