

# ***YCLC ON THE TRAIL***

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## ***Matt & Alyssa Copeland***

*What would bring two people raised in agriculture together, one from New Mexico the other from Tennessee? Involvement in a national association and a common love for cattle.*

*Matt Copeland is the 5<sup>th</sup> generation to live and work his family's ranch in northeastern New Mexico. He was awarded the NM FFA State Farmer in high school for demonstrating outstanding achievement, active participation and an exemplary scholastic record. He was also very active in 4-H and the Junior Herefords Association (JHA). A graduate of Oklahoma State University, he enjoys judging cattle at the local and national stock show levels as well as has helped implement Copeland Show Cattle in addition to the family ranch.*

*Alyssa (Fee) Copeland has had cattle in her blood since she was 8 years old. The eldest of 4 and a native of Tennessee, she was raised in agriculture but more so in farming than in cattle. She spent her summers learning hard work by building and tarping cotton modules, stacking hay and working for neighbors that owned registered Angus and Hereford herds. During those years Alyssa developed her love for cattle and since then hasn't looked back. Throughout high school she was very involved in 4-H, FFA and the JHA. A Tennessee State FFA Officer, National Proficiency Winner and Tennessee State Star in Agricultural Placement, she stayed true to her roots and later graduated from Tennessee Tech University.*

*Matt and Alyssa married in November 2020 and are expecting their first child this year. Growing a family to carry on the traditions of Copeland & Sons, LLC and Copeland Show Cattle is important to the couple.*

*"We are doing what we love, in a place we love, with people we love and that makes it all worth it," said Alyssa.*

*Copeland and Sons, LLC is primarily a purebred and commercial Hereford operation that has been in business for 78 years. They host a Hereford female sale every fall and a Hereford bull sale every spring. The whole family is heavily involved in the beef seedstock sector of the agricultural community. The addition of Copeland Show Cattle, developed to help broaden the family revenue stream, they also raise Maine, Charloias, Simmental, Angus, Red Angus and Crossbred cattle. The variation in breeds allows them to provide show cattle for juniors across New Mexico and the country. An additional sale is held in the fall which showcases their offering of steer and heifer show cattle.*

*“We focus on making real world cattle that can also banner in the show cattle world,” said Matt. “Cattle that work in terms of structural soundness, longevity, maternal abilities, power and pounds on the scales in an attractive package. That’s our focus.”*

*The whole Copeland family has held leadership positions with the American Hereford Association (AHA) and New Mexico Hereford Associations, New Mexico Cattle Growers’ Association (NMCGA), 4-H and FFA. The connections built in these groups have led to lifelong friendships and business partners who work together to spotlight each other’s passions and interests allowing everyone to become better spokesmen for the industry. The Copelands also possess a significant history with the AHA. Matt’s grandparents were inducted into the association’s Hall of Fame and his father Cliff was president of both the Junior and Adult AHA boards. While earlier this year Alyssa was named the 2021 AHA Herdsman of the Year.*

*“NMCGA members come from all walks of life, different areas of New Mexico and some even from other states,” said Randell Major, President NMCGA. “The common thread among our membership is a love of family, livestock and New Mexico agriculture.”*

*Any involvement with youth is rewarding to the couple. Matt and Alyssa continually encourage kids to showcase their showmanship skill and dedication to care for their livestock. Together they have hosted junior field days and help others to produce a junior cattle jackpot every December.*

*To get the word out about their family businesses, the Copelands utilize social media, print advertisement, traveling to numerous stock shows at the local and national level, old fashioned word of mouth and their continued involvement in multiple organizations and associations. For*

*Matt and Alyssa any interaction involving livestock, breeders, showmen or the general public is a chance to fellowship and spread the story of agriculture.*

*“Our cattle and customer service say a lot about our program,” said Alyssa. “But we are always open to talk to consumers and help better educate them about everything ag.”*

*To learn more about the Copeland Family follow them on Facebook and Instagram at Copeland & Sons, LLC @copelandherefords and Copeland Show Cattle @copeland\_show\_cattle. You can also visit them online at [www.copelandherefords.com](http://www.copelandherefords.com) and [www.copelandshowcattle.com](http://www.copelandshowcattle.com)*

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