

Leon Matlock
Region 3

History of your operation/family and involvement with the Maine-Anjou breed:

Leon started out when he was growing up as a part of a second generation cow/calf operation and has spent his entire life in the cattle business. Even as he completed his degree in Agronomy, he actively helped with the family and then his own cattle operation. His family now is on their fourth generation in the cattle business, three generations of which are actively raising and showing Maine-Anjou cattle. Leon has been involved with the Maine-Anjou breed on a national level for over 20 years. He has served as the President of the Oklahoma Maine-Anjou Association for several years and is currently still involved as the Maine-Anjou breed representative for the Oklahoma State Fair and Oklahoma Youth Expo. He also serves as the Maine-Anjou steer superintendent for OYE & Tulsa State Fair.

What do you see as the strengths of the Maine-Anjou breed and how can those strengths best be used in today's beef industry?

Some of the strengths that drew Leon to the Maine-Anjou breed are their maternal traits, temperament, growth rate and carcass yields. Maine-Anjou cattle have the genetics that give them the ability to add substance and depth to any breeding program. Every cattle breeder is looking to improve their weight gain and carcass yield which in turn will help them improve their bottom line and those breeders choose Maine-Anjou cattle for that reason.

What vision for the future do you hold from the Maine-Anjou breed and what steps are necessary to realize that vision?

Matlock's vision for the future of the Maine-Anjou breed is the continual growth of the commercial sector and an increased demand for Maine-Anjou genetics by the commercial breeders. Continued Maine-Anjou dominance in the showring will also help bring attention to the desirability of Maine-Anjou cattle for their breeding programs. In order to realize that vision it will take continued and increased marketing by the AMAA, as well as every Maine-Anjou breeder to increase the notoriety of the Maine-Anjou breed for exceptional genetics.

What does your present operation do to promote Maine-Anjou genetics, whether it is locally, state, regional or national?

Leon stresses the need for reliable, quality genetics in all of the cattle he produces. He has helped numerous youth start their show cattle programs with Maine-Anjou cattle. When people see animals being exhibited that are good natured as well as genetically sound, they are naturally drawn to that breed. He has been presenting Maine-Anjou genetics to the public since 1990, when he and his son began showing them. "We have repeat customers who always come back to purchase Maine-Anjou bulls and cows to use as the cornerstone of their commercial breeding programs." Matlock has also contributed as a sponsor, organizer and participant with junior national shows since 1992. His operation has over 20 years of promoting Maine-Anjou genetics.