

Hello! My name is Sierra Day. Since my childhood, I've been involved in raising Angus cattle, corn and soybeans on my family's operation in central Illinois. Now, I live with my fiancé, Austin Walter, in Grand Ridge, Illinois where we raise Angus and Simmental cattle and run a retail meat business. I also am the Field Editor at Prairie Farmer magazine.

My youth consisted of helping her parents in the barn, which quickly turned into a passion for beef cattle. As time went on, I also became more involved in developing industry skills and knowledge through organizations such as 4-H, FFA, Illinois Junior Angus Association and the National Junior Angus Association. Thus, I competitively showed Angus cattle on the local, state and national levels while participating in contests and leadership opportunities available.

At 18 years old, I began to understand the importance of transitioning from a showman to a mentor for other youth in the industry. No longer being old enough to exhibit at junior shows has brought opportunities to serve as a "show mom" for other youth in the industry.

A former exhibitor of the World Beef Expo, I understand the opportunities that are provided through the event. I want nothing more than to use past show management skills, exhibitor experience, and marketing and media abilities to prosper and promote the World Beef Expo for years to come.