



LOUIS M. “MICK” COLVIN PORTRAIT COMMITTEE

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Photo available at: http://www.certifiedangusbeef.com/photos/M_Colvin.jpg

Colvin to “hang” in Saddle & Sirloin Gallery

WOOSTER, OHIO – March 11, 2009 – Only one honored stockman each year can win a spot in the hallowed hall of fame in Louisville, Ky. Officials of the Kentucky State Fair Board have announced that Louis M. “Mick” Colvin will receive the 2009 Saddle & Sirloin Portrait Award. Colvin’s portrait will be hung in November in the historic gallery at the Kentucky State Fair and Exposition Center. The Saddle & Sirloin gallery honors pioneers in animal agriculture, with the earliest portraits of European stockmen from the 1700s.

During his 55 years in animal agriculture, Colvin served as a farm manager and herdsman, earning the coveted John B. Brown Memorial Trophy for herdsman of the year in 1963. He then served as fieldman for the American Angus Association beginning in 1968, and he established Colvin Angus Farm soon after. By 1978, Colvin’s vision, integrity and determination led him to embark on his most noted role of brand creator and beef marketer with the *Certified Angus Beef*[®] (CAB[®]) brand.

“Mick Colvin steadfastly held to the belief that quality and consistency would result in consumer demand,” says Bill Rishel, owner of Rishel Angus, North Platte, Neb., and past chairman of the brand’s board of directors. “Through Mick, the brand’s success created one of the great paradigm shifts in the beef industry as it ushered in the era of specification-based, value-added, brand-name beef and beef products.”

As executive director for 21 years, Colvin took the concept of identifying and marketing beef with consumer-focused quality specifications to a worldwide brand. CAB product became the benchmark for quality beef within the food industry and a catalyst for consumer-driven approaches to cattle and beef marketing. During 2008, 634 million pounds of CAB products were sold to consumers throughout the United States and in 45 other countries.

The efforts Colvin led for two decades encouraged packers to pay premiums for qualifying cattle. In the past 12 years of grid payments to producers, the CAB share alone has reached \$250 million. Additionally, Cattle-Fax in 2007 estimated the CAB brand and other USDA premium Choice and Prime programs add about \$500 billion to the entire cattle industry each year. That’s an additional \$19 for every head of finished cattle.

“Mick forged the *Certified Angus Beef*[®] brand around a quality product, produced and merchandized by quality people with the utmost integrity. He set the example, and this philosophy continues to be core to the brand’s success and its lasting impression on today’s meat industry,” says John Stika, the brand’s president. “Mick’s legacy has changed the way cattle are selected – not just domestically but globally – and has also influenced other food programs.”

The induction ceremony and presentation of Colvin’s portrait will take place during the 2009 North American International Livestock Exposition in November. Those interested in attending the banquet should contact the Mick Colvin Portrait Committee, c/o Certified Angus Beef LLC, 206 Riffel Rd., Wooster, OH 44691, phone 330-345-2333, ext. 268 or e-mail ColvinCommittee@certifiedangusbeef.com.

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