

Contact: Miranda Reiman, Producer Communications Director,
Certified Angus Beef LLC MReiman@certifiedangusbeef.com (308) 784-2294

June 1, 2018

Photo sent separately

K-Stater interns with CAB

Sarah Moyer, Emporia, Kan., joined the *Certified Angus Beef*[®] (CAB[®]) brand's Producer Communications team as an intern this summer at the brand's headquarters in Wooster, Ohio. The senior in ag communications at Kansas State University (K-State) aims to improve her writing by sharing stories of high-quality beef producers.



Working with the CAB writing team across the country, Moyer creates technical news releases, columns, features on brand partners, posts for the *Black Ink*[®] blog (www.blackinkwithcab.com) and video scripts. Interviews include ranchers with registered Angus bulls, culinary chefs and other partners in the beef cattle community.

Writing for *The Agriculturalist* and *The Collegian* at K-State, and special projects with *High Plains Journal*, have prepared Moyer to bring experience and enthusiasm to her work. Broadcast experience from K-State Research and Extension's "Agriculture Today" radio program also helps. As for knowing about beef, her parents run a cattle backgrounding operation in the Kansas Flint Hills, where she grew up an active 4-H'er.

Certified Angus Beef LLC, a nonprofit company owned by members of the American Angus Association, adds value to Angus cattle through specification-based premium beef. Now in its 40th year, the brand and its 19,000 licensed partners market more than a billion pounds annually in 50 countries. For consumer information, visit www.certifiedangusbeef.com; producers may learn about profitably producing for the brand at www.cabpartners.com.

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