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KERN COUNTY CATTLEWOMEN WIN WALT RODMAN AWARD FOR OUTSTANDING BEEF PROMOTION EFFORTS

SACRAMENTO, CALIF. (NOVEMBER 21, 2008)-The Kern County CattleWomen were honored this morning with the Walt Rodman Award for beef promotion by the California Beef Council (CBC) during the California Cattlemen's and California CattleWomen's Annual Convention, held in Reno, Nev. Named after a long-time executive director of the CBC, the award, which was established in 1982, recognizes County CattleWomen units that conduct outstanding beef promotion projects. The promotions are geared toward improving the image of beef in the marketplace.

The Kern County CattleWomen were presented with the 2008 Walt Rodman Award with their project "Life on a Cattle Ranch: A Child's Perspective" DVD project. They developed a seven-minute DVD presentation about ranch life from the perspective of six ranch children with the help and creativity of ranching mothers and children. The DVD has been viewed by thousands of students and adults throughout Kern County in an effort to inform the public, especially students, about ranch life and the ranching practices that produce the quality beef products available to consumers.

Tehama County CattleWomen were the runner-up for the 2008 Walt Rodman Award with their "Home on the Range with Beef Recipes and Your Good Health – CattleWomen's Corner" project. Each week in the Red Bluff Daily News, a local Tehama County CattleWoman is featured with a short biography, a photograph and her favorite beef recipe. The objective of "CattleWomen's Corner" column is to keep the beef industry in front of consumers each week with a healthy beef recipe.

Other counties receiving special recognition were:

Alameda County CattleWomen
Butte County CattleWomen
Calaveras-Tuolumne County CattleWomen
Fresno-Kings County CattleWomen
Glenn-Colusa County CattleWomen
Intermountain County CattleWomen
Modoc County CattleWomen
Napa-Solano County CattleWomen
Placer-Nevada County CattleWomen
Plumas-Sierra County CattleWomen
San Diego County CowBelles

San Joaquin-Stanislaus County CattleWomen
San Luis Obispo County CattleWomen
Shasta County CattleWomen
Siskiyou County CattleWomen
Tulare County CattleWomen

For more information about the California Beef Council, please visit www.calbeef.org. For more information about the California CattleWomen, Inc., please visit www.cattlewomen.org.

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The California Beef Council (CBC) was established in 1954 to serve as the promotion, research and education arm of the California beef industry, and is mandated by the California Food and Agricultural Code. The Council is comprised of 42 members, who are appointed by the California Secretary of Agriculture. The council members set priorities for CBC and represent all segments of beef production within California including range cattle, dairy cattle, feedlots, packers/processors and the general public. For more information, visit www.calbeef.org.

In 1985, a national Beef Checkoff Program was established as part of the 1985 Farm Bill, which assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which oversees the national checkoff program. Checkoff revenues may be used for promotion, education and research programs to improve the marketing climate for beef. The CBB's 108 members are appointed by and held accountable to the Secretary of Agriculture. Board members represent all segments of the beef industry including beef, veal and dairy producers, and importers. For more information, visit www.beefboard.org