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The National Cattlemen's Beef Association Appoints Trevor Amen to Manager, Channel Marketing, Western Region

Denver, Colo. (December 18, 2008) – The National Cattlemen's Beef Association (NCBA) announces the appointment of Trevor Amen to its beef checkoff-funded Channel Marketing Team. Amen has joined the organization to extend checkoff dollars and help supermarket retailers effectively market beef and increase beef demand among their customers.

Amen joins the Channel Marketing Team from Whole Foods Market Inc, where he was a market analyst in the National Meat Purchasing Office. He began his career with Safeway as a marketing trainee and quickly moved into the position of national commodity specialist, spending two years as a buyer.

“We are very excited to welcome Trevor to the Channel Marketing Team,” said Jim Henger, executive director of channel marketing for the National Cattlemen's Beef Association, which contracts to manage retail programs for the beef checkoff. “Trevor's background, as well as his passion for agriculture, will help maximize checkoff dollars and help our retail partners increase beef demand in their stores.”

Amen is a graduate of Colorado State University with a degree in Animal Science and Agriculture Business. He lives in the Denver area and is based out of the NCBA headquarter offices in Centennial.

The Beef Checkoff Program was established as part of the 1985 Farm Bill. The checkoff 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 administers the national checkoff program, subject to USDA approval. The checkoff assessment became mandatory when the program was approved by 79 percent of producers in a 1988 national referendum vote. Checkoff revenues may be used for promotion, education and research programs to improve the marketing climate for beef.

Producer-directed and consumer-focused, the National Cattlemen's Beef Association is the trade association of America's cattle farmers and ranchers, and the marketing organization for the largest segment of the nation's food and fiber industry.

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Visual: A headshots of Trevor Amen is available.

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