



Press Release

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California Cattleman Wins National Beef Quality Assurance Award

SAN ANTONIO, TEXAS -- California livestock auctioneer and member of the California Cattlemen's Association (CCA), Jim Warren, co-owner of 101 Livestock, in Aromas, Calif., was recognized today as the 2010 National Beef Quality Assurance Award winner at the National Cattlemen's Beef Association's Annual Cattle Industry Convention in San Antonio, Texas.

Nominated by the California Cattlemen's Association, Warren was selected for the award for his dedication to humane animal handling and for always being ahead of the curve in adapting to the needs of cattle and consumers alike. Tim Sisil, of Madera, Calif., president of the California Livestock Auction Markets Association and Clint Peck, Butte, Mont., director of the Montana Beef Quality Assurance Program, have each worked closely with Warren and also recommended him for the award.

"We are pleased to see one of our own recognized for his efforts in demonstrating and promoting proper animal welfare standards and Beef Quality Assurance practices," said CCA President Tom Talbot, DVM, a cattle producer from Bishop, Calif. "CCA nominated Jim because of his forward-thinking attitude on animal welfare and cattle production. He serves as a great representative of what California ranchers do for their livestock each and every day."

"It is a privilege just to be considered for something like this," Warren said upon hearing the news of his selection for the award. "We have been trying to provide the best facilities and show how well we care for the animals at our market since we first came into the livestock marketing business. There are so many people out there doing good things who are worthy of recognition like this and that is what makes being selected so special."

The National Beef Quality Assurance Award is sponsored by Safeway's Rancher's Reserve® beef, Cargill, the National Cattlemen's Beef Association (NCBA) and The Beef Checkoff.

"The Beef Quality Assurance Award celebrates the attention and care producers across America employ while raising cattle," said Ken Bull, Cargill's vice president of cattle procurement. "Cargill is proud to work with operations such as Jim's to source quality cattle so that we can supply excellent beef to our customers."

At 101 Livestock, which Warren operates alongside his partners, Monty Avery and Michael Johnson, Warren used his common sense approach along with the advice of industry experts to become a forerunner in ensuring the long-term health of cattle. 101 Livestock has 12 full-time employees and

sells up to 60,000 head of cattle a year. Warren, a longtime member of CCA, served on CCA's Animal Care Committee for many years and is a former member of the California Beef Council. He currently serves as a member of CCA's Marketing Committee and the CCA Animal Welfare Task Force.

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Founded in 1917, the California Cattlemen's Association (CCA) represents California's 1.76 billion- dollar beef cattle industry on legislative and regulatory affairs and remains the number one voice for the industry today. CCA is an affiliate of the National Cattlemen's Beef Association, which represents America's cattle farmers and ranchers.