



## Statement to Media

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### **California Cattlemen's Association Applauds NCBA's Selection of Washington Veteran to Represent Cattlemen in Nation's Capital**

SACRAMENTO –July 9, 2008 – The National Cattlemen's Beef Association (NCBA) has hired J. Burton Eller Jr. to manage the association's legislative and regulatory office in Washington, D.C., a return for the senior executive of the former National Cattlemen's Association (NCA).

“Burton brings with him a much needed array of agriculture experience and his regulatory and trade expertise will be very significant to beef producers nationwide,” CCA President Bruce Hafenfeld, Weldon, Calif., said. “CCA officers and staff are excited to work together with him and the rest of the NCBA staff to continue addressing issues – including drought relief, rising feed prices and environmental regulation – that confront cattle producers and protect the ranching way of life in California and across the country.

Eller served as senior vice president of government affairs for NCA from 1981-1991 before leading NCA as executive vice president for five years (1991-1996). He was also a member of the initial industry-wide long range plan task force and the subsequent oversight committee that facilitated the formation of NCBA.

Since leaving NCA in 1996, Eller has built on his experience as the president and CEO of an international trade association and, most recently, as Deputy Under Secretary for Marketing and Regulatory Programs at the U.S. Department of Agriculture (USDA). Prior to his appointment as Under Secretary, Eller spent three years directing the Office of External Affairs for USDA's Farm Service Agency.

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**Founded in 1917, the California Cattlemen's Association (CCA) represents California's 1.35 billion dollar beef cattle industry in 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.**