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NCBA's 2015 Young Cattlemen's Conference Recognizes Leaders in the Cattle Industry

Sacramento, Calif. – Over 50 cattle producers from across the country and across the industry participated in the National Cattlemen's Beef Association's 2015 Young Cattlemen's Conference including two California cattle ranchers.

Representing the California Cattlemen's Association (CCA) were Seth Scribner, Paso Robles cattle rancher and ranch operations manager for Centennial Livestock's Southern California Division and Jack Lavers, a 6th generation Glennville, Calif. rancher and CCA Second Vice President.

The aim of the NCBA's YCC program is to give these young leaders an understanding of all aspects of the beef industry from grass to plate, and showcase issues management, research, education and marketing. Beginning in Colorado, the group got an inside look at many of the issues affecting the beef industry and the work being done on both the state and national level to address these issues on behalf of our membership. While in Denver, CattleFax provided a comprehensive overview of the current cattle market and emerging trends. At Safeway, the participants received a first-hand account of the retail perspective of the beef business and then toured the JBS Five Rivers' Kuner feedyard, one of the largest in the nation, and the JBS Greeley packing and processing plant.

From Denver, the group traveled to Chicago where they were able to visit the Chicago Board of Trade, learning about risk-management and mitigation tools available to the cattle industry. In Chicago, they also visited McDonald's Campus and OSI, one of the nation's premiere beef patty producers. After the brief stop in Chicago, the group concluded their trip in Washington D.C. for an issue briefing on current policy priorities; including trade and Country-of-Origin Labeling and ample opportunity to visit with their congressional representatives.

"The opportunity to hear from panels of industry experts and hold honest discussions meant the most to me," Scribner said. "Realizing how a fellow rancher all the way across the country might be experiencing some of the same issues we do in California made me thankful to have organizations like NCBA working on our behalf in Washington, D.C."

With the beef industry changing rapidly, identifying and educating leaders has never been so important. As a grassroots trade association representing the beef industry the NCBA is proud to play a role in that process and its future success. Over 1,000 cattlemen and women have graduated from the YCC program since its inception in 1980. Many of these alumni have gone to serve in state and national committees, councils and boards. YCC is the cornerstone of leadership training in the cattle industry.

Photo Available Upon Request

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Founded in 1917, the California Cattlemen's Association (CCA) represents California's \$1.75 billion 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.