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Press Release

California Cattlemen's Association
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Kester Awarded 2015 Livestock Person of the Year

Sacramento, Calif. – Fifth generation rancher Kevin Kester was honored as the 2015 Livestock Person of the Year on Cattlemen's Day during the Grand National Livestock Exposition, Horse Show and Rodeo at the Cow Palace in San Francisco on Oct. 17.

Kester was honored at a private dinner among family members, including the sixth and seventh generations of the Kester family, colleagues and past recipients of the award before being presented with the award in the main arena during the rodeo performance.

Kester currently ranches on his family's Bear Valley Ranch in Parkfield, where he, his wife June and their three children, Kayleen, Kody and Kara, own and operate a stocker and cow-calf operation and in addition grows wine grapes. Born and raised in Parkfield where his family has ranched for the better part of the last 150 years, Kester is actively involved in the beef industry and is a well-respected member of the beef cattle community.

Serving in numerous officer positions for the San Luis Obispo County Cattlemen's Association, the California Cattlemen's Association (CCA), and the National Cattlemen's Beef Association, for which he currently serves as chairman of the policy division, Kester's involvement in and support of the American beef industry shows no sign of slowing anytime soon.

"I am very honored and humbled to have been chosen as this year's recipient based on the list of prior winners," Kester said. "It is a great honor to be able to follow in their footsteps and be chosen by a wide range of industry leaders in California."

The honoree is determined by a committee of peers from the CCA, California Beef Council, California Wool Growers, California Pork Producers, California Farm Bureau, past award recipients and recognized leaders in the California agriculture industry, as well as members of the California Chamber of Commerce. The California Livestock Person of the Year Award has been bestowed upon the greatest ranchers annually since 1950.

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Founded in 1917, the California Cattlemen's Association (CCA) represents California's \$3.05 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.