



# Press Release

**FOR IMMEDIATE RELEASE**

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**Imperial Valley Cattle Feeders Announce Hall of Fame**  
*Dedicated Employees First to be Recognized*

Brawley, Calif., – For their longtime commitment to California's feedlot industry, Alfonso Zendejas and Hector Pacheco, Sr., two dedicated feedlot employees, were the first to be inducted into the Imperial Valley Cattle Feeders Hall of Fame at a recent meeting at the Brawley Elks Club.

Zendejas, an employee at Mesquite Cattle Feeders, Brawley, was recognized for his 52 years of service and Pacheco, who is employed at Meloland Cattle Co., El Centro, has worked in the feedlot industry for 56 years.

Paul Cameron, chairman of the California Cattlemen's Association Feeder Council, based in Sacramento, is also the owner of Mesquite Cattle Feeders, and said Zendejas, also known as "Al" is deserving of the honor because of his devotion to the feedlot industry and his desire to see it succeed.

"I think the pioneering forefathers of the beef industry here in the Imperial Valley would take great pride in recognizing the dedicated individuals who keep our operations running. Without these dedicated employees, our way of life wouldn't be the same," Cameron said.

Pacheco has been the cattle foreman at Meloland Cattle Co. since 1980. Bill Brandenburg, owner, Meloland Cattle Co., said Pacheco typifies the old guard employee, originally coming from Mexico in search of a better life.

"For decades, Hector has been one of my most loyal and trusted employees," Brandenburg said. "Men like him are the backbone of the cattle feeding industry here in the Imperial Valley."

Jesse Larios, a manager for Foster Feed Yard, Brawley, was on-hand to present the awards and was responsible for deciding to start the hall of fame. He said growing up in the Imperial Valley has shown him how important the feedlot industry in Southern California is to California's economy and to California agriculture and a hall of fame of this kind has been a long time coming.

“I am proud to be from this region and proud of the work that we do. I believe that these gentlemen are the most deserving of this honor because of the loyalty they have displayed for our way of life. Though they may not be feedlot owners, they take as much pride in the beef business as anyone,” Larios said.

In addition to Zendejas and Pacheco, more than 100 feedyard employees from 10 area feedyards throughout the Imperial Valley were presented certificates of achievement for 10 or more years of service.

“There aren’t many places of work where you will find such a large number of employees who stay around for even 10 years, let alone 50-plus years. We are proud to have employees like ours on our team and representing the healthy, safe and humanely-raised beef that we provide for consumers worldwide,” Larios said. “We want to recognize them and show them off to not just our local community but to beef producers and consumers everywhere after all, quality beef begins with quality care and quality people.”

Below is a complete list of the employees recognized. Photo of Zendejas and Pacheco available upon request.

**50+ Years**

|                  |                         |
|------------------|-------------------------|
| Alfonso Zendejas | Mesquite Cattle Feeders |
| Hector Pacheco   | Meloland Cattle Co.     |

**40 to 49 Years**

|                   |                            |
|-------------------|----------------------------|
| Enrique Estrada   | Moiola Bros.Cattle Feeders |
| Guillermo Estrada | Moiola Bros.Cattle Feeders |
| Richard Orduno    | Superior Cattle Feeders    |
| Jaime Galindo     | El Toro Land and Cattle    |
| Roberto Pacheco   | Foster Feedyard            |
| Manuel Rodriguez  | Foster Feedyard            |
| Cecil Burch       | Foster Feedyard            |
| Salvador Campos   | Phillips Cattle Co.        |
| Mike Flores       | Phillips Cattle Co.        |
| Tomas Quezada     | Meloland Cattle Co.        |

**30 to 39 Years**

|                 |                            |
|-----------------|----------------------------|
| Hector Duron    | Moiola Bros.Cattle Feeders |
| Ruben Galindo   | Moiola Bros.Cattle Feeders |
| Gene Foster     | Moiola Bros.Cattle Feeders |
| Juan Salazar    | Moiola Bros.Cattle Feeders |
| Tony Salazar    | Moiola Bros.Cattle Feeders |
| Jose Castillo   | Moiola Bros.Cattle Feeders |
| Jose Galindo    | El Toro Land and Cattle    |
| Pedro Payan     | El Toro Land and Cattle    |
| Denton Burch    | El Toro Land and Cattle    |
| Santos Gonzales | El Toro Land and Cattle    |

|                     |                            |
|---------------------|----------------------------|
| Arturo Gutierrez    | El Toro Land and Cattle    |
| Manuel Coronado     | Brandt Cattle Co.          |
| Jose Coronado       | Brandt Cattle Co.          |
| Juan Flores         | Brandt Cattle Co.          |
| Armando Mayorga     | Brandt Cattle Co.          |
| Miguel Ramirez      | Brandt Cattle Co.          |
| Mario Gutierrez     | Brandt Cattle Co.          |
| Jose P. Busani      | Brandt Cattle Co.          |
| Francisco Augilar   | Mesquite Cattle Feeders    |
| Simon Marques       | Mesquite Cattle Feeders    |
| Miguel Cabrera      | Mesquite Cattle Feeders    |
| Oscar Alvarez       | Mesquite Cattle Feeders    |
| Carlos Morales      | Foster Feedyard            |
| Jose Delgado        | Foster Feedyard            |
| Jim Luck            | Foster Feedyard            |
| Jose Diaz           | Foster Feedyard            |
| Gilberto Cano, Sr.  | Phillips Cattle Co.        |
| Felipe Guilera      | Phillips Cattle Co.        |
| Fernando Miramontez | Butter Spur Cattle Feeders |
| Jesus Nieto         | Butter Spur Cattle Feeders |
| Mario Garcia        | Meloland Cattle Co.        |
| Guadalupe Garcia    | Meloland Cattle Co.        |

### **20 to 29 Years**

|                     |                            |
|---------------------|----------------------------|
| Victor Chalupnik    | Moiola Bros.Cattle Feeders |
| Santiago Burgueno   | El Toro Land and Cattle    |
| Samuel Carrillo     | El Toro Land and Cattle    |
| Victor Herrera      | El Toro Land and Cattle    |
| Ismael Lamas        | Brandt Cattle Co.          |
| Jose Cancio         | Brandt Cattle Co.          |
| Vicencio Cancio     | Brandt Cattle Co.          |
| Juan Silva          | Brandt Cattle Co.          |
| Jesus Barraza       | Brandt Cattle Co.          |
| Esteban Rodríguez   | Brandt Cattle Co.          |
| Refugio Beltran     | Brandt Cattle Co.          |
| Jose Salazar        | Mesquite Cattle Feeders    |
| Eulalio Flores      | Mesquite Cattle Feeders    |
| Juan C. Salazar     | Mesquite Cattle Feeders    |
| Miguel Chacon       | Phillips Cattle Co.        |
| Jose Maria Flores   | Phillips Cattle Co.        |
| Marcos Bernal       | Meloland Cattle Co.        |
| Hector Pacheco, Jr. | Meloland Cattle Co.        |
| Felipe Veliz        | Meloland Cattle Co.        |

## 10 to 19 Years

|                     |                            |
|---------------------|----------------------------|
| Panfilo Rodriguez   | Superior Cattle Feeders    |
| Rafael Aguilera     | Superior Cattle Feeders    |
| Cesar Yanez         | Superior Cattle Feeders    |
| Tony Escobar        | Moiola Bros.Cattle Feeders |
| Jose Ramirez        | Moiola Bros.Cattle Feeders |
| Elias Salgado       | Moiola Bros.Cattle Feeders |
| Eduardo Villasana   | Moiola Bros.Cattle Feeders |
| Ricardo Estrada     | El Toro Land and Cattle    |
| Jose Luis Carrillo  | El Toro Land and Cattle    |
| Santos Gonzalez     | El Toro Land and Cattle    |
| Alfredo Yee         | El Toro Land and Cattle    |
| Julian L. Parada    | El Toro Land and Cattle    |
| Efrain Malverde     | El Toro Land and Cattle    |
| Jose M. Carrillo    | El Toro Land and Cattle    |
| Jose Gomez          | Brandt Cattle Co.          |
| Maximiliano Rivera  | Brandt Cattle Co.          |
| Jose M. Coronado    | Brandt Cattle Co.          |
| Ruben Granado       | Brandt Cattle Co.          |
| Jorge Tabares       | Brandt Cattle Co.          |
| Antonio Ruiz        | Brandt Cattle Co.          |
| Miguel Flores       | Brandt Cattle Co.          |
| Juan Coronado       | Brandt Cattle Co.          |
| Luis Giron          | Brandt Cattle Co.          |
| Sergio Magdalena    | Brandt Cattle Co.          |
| Antonio Lizarraga   | Brandt Cattle Co.          |
| Jose Canchota, Sr.  | Brandt Cattle Co.          |
| Crescencio Bueno    | Brandt Cattle Co.          |
| Manuel G. Ramirez   | Brandt Cattle Co.          |
| Manuel R. Ramirez   | Brandt Cattle Co.          |
| Quintin Salazar     | Mesquite Cattle Feeders    |
| Francisco Hernandez | Mesquite Cattle Feeders    |
| Hector Basillo      | Mesquite Cattle Feeders    |
| Pat Rye             | Mesquite Cattle Feeders    |
| Jose Marin          | Mesquite Cattle Feeders    |
| Guillermo Mendez    | Mesquite Cattle Feeders    |
| Frank Zendejas      | Mesquite Cattle Feeders    |
| Brenda Corea        | Mesquite Cattle Feeders    |
| Francisco Cruz      | Mesquite Cattle Feeders    |
| Tony Granados       | Mesquite Cattle Feeders    |
| Macario Cortez      | Foster Feedyard            |
| Travis Cole         | Foster Feedyard            |
| Luis Gutierrez      | Foster Feedyard            |
| Francisco Santos    | Foster Feedyard            |
| Victor Sierra       | Foster Feedyard            |
| Ruben Montes        | Phillips Cattle Co         |

Eloy A. Gamiz  
Jesus Resendiz  
Arturo Lozano  
Roberto Torres  
Joel Portugal

Phillips Cattle Co  
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Meloland Cattle Co.  
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**Founded in 1917, the California Cattlemen's Association (CCA) represents California's \$1.78 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.**