

For Immediate Release – September 23, 2019

For more information contact:
Katie Roberti, Director of Outreach & Creative Content
California Cattlemen's Association
katier@calcattlemen.org | (916) 444-0845



Longtime Cattle Industry Advocate Named Executive Director of the California Cattle Council

SACRAMENTO, Calif.—Today, the California Cattle Council (CCC) Board of Directors approved the nomination of Justin Oldfield to serve as the CCC's first Executive Director. Oldfield currently serves as the California Cattlemen's Association (CCA) Vice President of Government Affairs in Sacramento and has been with the association since 2007.

"We are pleased to have Justin join us in this new role to continue to serve all dairy and beef producers across the state," Dr. Dave Daley, CCC board chair said. "His experience, knowledge of issues impacting dairy and beef producers and his ability to advocate effectively on behalf of all cattle producers will be extremely important to move the CCC forward."

"Justin has been a strong and steady voice for the cattle industry over the last 12 years," Billy Gatlin, CCA Executive Vice President said. "While it's always a challenge to lose someone with Justin's level of experience, we are excited for him and comforted by the fact that he will still be working on behalf of California's cattle producers. CCA has been committed to the successful implementation of the CCC and we are pleased to learn that Justin will now be leading the CCC as they move forward."

Today's action by the board was preceded by a thorough search process to seek out and review the most qualified candidates to serve in the position of executive director. The CCC search committee took careful action to nominate an individual they believe would serve the CCC and all sectors of the cattle industry most effectively and ensure the CCC is a proper steward of the resources that will be spent to promote all California's cattle producers.

Upon the board's decision today, Oldfield said, "It has been the single greatest honor of my professional career to serve CCA's members and advocate for an industry I am deeply passionate about. Although the decision to seek this position and leave CCA did not come lightly, I believe I can be most effective in continuing my service to this great industry by serving in this new role. It will enable me to assist the CCC in their efforts to educate policy makers and consumers on the importance of California's dairy and beef cattle industries and help facilitate the campaigns and projects that will protect our way of life."

Oldfield is expected to transition officially to his new role sometime in October.

###

The California Cattlemen's Association (CCA) is a non-profit trade association, formed in 1917, that represents California's ranchers and beef producers in legislative and regulatory affairs.