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Hardcore Carnivore Jess Pryles to Speak at 2024 California Cattlemen's Convention

SACRAMENTO, Calif. – Ranching families, producers and allied industry professionals from the Golden State are headed to the Grand Sierra Resort in Reno, Nev., Dec. 4 – Dec. 6 for the 108th Annual California Cattlemen's Association (CCA) and California CattleWomen's (CCW) Convention and California Cattle Industry Tradeshow. Over the course of three days, CCA and CCW members from all over the state will hear from industry professionals, participate in policy discussions, visit with allied companies in the tradeshow and recognize individuals making an impact in California's cattle industry.

In addition to hosting the event at the Grand Sierra Resort for the first time, CCA is pleased to announce that Jess Pryles, founder of Hardcore Carnivore, will speak during one of the Convention's general sessions. Pryles, originally from Australia, now resides in Texas, where she is a food and cooking personality known for her barbecue and smoking techniques. Starting out as the average consumer, Pryles took a deep dive into the world of understanding all things meat, leading her to become a meat scientist, professional chef, cookbook author and TV personality. With her wide range of skills, Pryles founded the Hardcore Carnivore Brand, producing a line of accessories and meat seasonings that are widely recognized in the grilling community. Most recently, Pryles announced that a new tv show, *Hardcore Carnivore*, will premiere on the *Outdoor Channel*. The show will cover all things meat, barbecuing, and grilling in various forms. Pryles' wide knowledge of meat and the grill will bring a unique and educational session to the Convention's attendees, thanks to sponsorship from the California Cattle Council.

The Convention kicks off on Wednesday, Dec. 4 with the Tradeshow Welcome Party that will include music from Western musician Dave Stamey, food and plenty of opportunities for networking.

In addition to Pryles, Colin Woodall, chief executive officer for the National Cattlemen's Beef Association and Patrick Linnell, director of cattle market research and analysis for CattleFax, will also be featured speakers in the general sessions.

To register, reserve a room in the room block, view a tentative schedule and for most current updates, visit CCA's website at calcattlemen.org/convention2024.

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

