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NEWS

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Downloadable photos:

[Scott Hagan, The Barn Artist](#)

[Certified Angus Beef® brand logo](#)

The Certified Angus Beef® brand will go back to its roots for anniversary *Barn painting campaign will celebrate 40 years of its family farming heritage*

WOOSTER, Ohio – Nov. 13, 2017 – To celebrate its 40th anniversary in 2018, the *Certified Angus Beef®* brand is going back to its farming and ranching roots in a big way: by painting its logo on 40 barns in rural communities across the nation.



“There’s no better way to mark this milestone than by celebrating our agricultural heritage – and celebrating with the people who have always been the foundation of our brand,” said Tracey Erickson, the brand’s vice president of marketing. “It’s exciting to embrace a form of marketing that’s all but disappeared over the years, yet one that’s still very appropriate today for our mission to support and sustain Angus farmers’ way of life.”

Starting in January, Ohio-based Scott Hagan, The Barn Artist, will paint 40 barns with the brand’s signature logo. Nominations are open to anyone with a barn and accepted until Dec. 1 at CertifiedAngusBeef.com/brandthebarn.



Scott Hagan, The Barn Artist

The ideal barn has good visibility from nearby roads, is accessible to Hagan and his equipment, and has an exterior, preferably wood, in good condition. Each barn, depending on weather and other variables, will take between 1-3 days, and 3-15 gallons of paint, to complete.

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A team of brand staffers will evaluate the applications and finalize the painting schedule in December. For updates, visit CertifiedAngusBeef.com or follow the brand on Facebook.

“We’re looking forward to honoring farmers and ranchers across the nation while engaging their local communities along the way,” Erickson said. “We are honored and humbled to celebrate this anniversary with them.”

About the *Certified Angus Beef*[®] brand

World renowned for its exceptional quality and generous marbling, the *Certified Angus Beef*[®] brand is the original brand of premium beef, created in 1978 and still owned today by family ranchers. With only the best Angus beef making the cut, 10 exacting standards ensure superior taste and tenderness in every bite. For more information, visit CertifiedAngusBeef.com or follow the brand on Facebook, Twitter, Instagram, Pinterest and LinkedIn.

About The Barn Artist

Scott Hagan is a self-taught barn painter who got his start painting sports logos on barns in his native Belmont County, Ohio. After painting The Ohio State University’s Buckeye logo on his family’s barn, Hagan got his big break: painting 88 barns, one in each of the state’s counties, for Ohio’s Bicentennial celebration. In addition to the countless people who view his work on a daily basis, he’s been featured in USA Today, The Wall Street Journal, Ohio Magazine, Ripley’s Believe It or Not and Country Magazine. To learn more, visit BarnArtist.com.

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