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Five Students Earn Colvin Scholarships from Certified Angus Beef LLC

Editor: Photos are available for download:

<http://www.certifiedangusbeef.com/corp/press/colvin/2008winners/RebeccaTokach.jpg>

<http://www.certifiedangusbeef.com/corp/press/colvin/2008winners/JamesBrown.jpg>

<http://www.certifiedangusbeef.com/corp/press/colvin/2008winners/KaraWilson.jpg>

<http://www.certifiedangusbeef.com/corp/press/colvin/2008winners/CheyenneDixon.jpg>

<http://www.certifiedangusbeef.com/corp/press/colvin/2008winners/ChelseaGood.jpg>

WOOSTER, Ohio—March 10, 2008—The *Certified Angus Beef*[®] brand recently awarded \$8,500 in Colvin Scholarship funds to five students pursuing careers in the beef industry. These outstanding individuals are truly making a difference in their communities.

\$3,000 Colvin Scholarship Award:

- **Rebecca Tokach of St. Anthony, N.D.**
Kansas State University

\$2,500 Colvin Scholarship Award:

- **James Brown of Bozeman, Mont.**
Montana State University

\$1,000 Colvin Scholarship Awards:

- **Kara Wilson of Orleans, Ind.**
University of Kentucky
- **Cheyenne Dixon of Des Moines, N.M.**
Colorado State University
- **Chelsea Good of Parker, Colo.**
Kansas State University

“We are thrilled to award \$8,500 in Colvin Scholarship Funds to these aspiring and articulate individuals,” says John Stika, Certified Angus Beef LLC (CAB) president. “Each recipient exemplifies determination and commitment, and I have no doubt they will succeed in their endeavors. The beef industry will benefit from these future leaders.”

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Five Students Earn Colvin Scholarships from Certified Angus Beef LLC (page 2)

The Colvin Scholarship Fund was developed in 1999 when Louis M. “Mick” Colvin retired as CAB executive director. The scholarships recognize his role in making dreams a reality and inspiring others to be their best. Colvin co-founded the Certified Angus Beef Program in 1978, leading the company to establish the *Certified Angus Beef*[®] brand as the world’s leading brand of fresh beef.

To be eligible for the scholarship, entrants were asked to write an essay addressing the following statement:

Branded beef has gained in popularity. How will the consumer be able to determine the varying values and eating experiences that are encountered from these brands? What role(s) does the *Certified Angus Beef*[®] brand have in this determination?

Rebecca Tokach of **St. Anthony, N.D.**, wrote that brands are popular because of their reputation and promise of quality, and they’re becoming increasingly popular in the grocery store. She says a brand is really about establishing a relationship with the customer. By achieving this goal, CAB can work to help consumers understand the value of the *Certified Angus Beef*[®] brand, and why it provides an excellent eating experience. Tokach is a junior animal sciences and industry major at **Kansas State University** and was awarded the \$3,000 scholarship. She plans to attend graduate school for either meat science or ruminant nutrition. She is president of Block and Bridle and participates on the College of Agriculture Academic Competition Team Council and Meats Evaluation Team. Tokach is also on the National Junior Angus Board of Directors. She participates in Agricultural Ambassadors and the College of Agriculture Student Council. Tokach has also accepted a summer internship with CAB’s marketing team – a position offered to the top scholarship winner.

James Brown of **Bozeman, Mont.**, is a junior at **Montana State University**. He is double majoring in agricultural business and economics, and minoring in animal science. He plans to pursue his master’s degree in applied economics and become a meat industry market analyst. In his essay, Brown wrote that marketing strategies determine the premium consumers are willing to pay, as value is both real and perceived. He believes through aggressive brand promotion, the *Certified Angus Beef*[®] brand has created consumer value for all Angus branded programs by creating recognition of the Angus name. In addition to numerous college activities, Brown received the 2008 International Livestock Congress Travel Fellowship. He is also an intern market analyst for Safeway Corporation of Denver’s meat and seafood procurement office. Brown received the \$2,500 scholarship.

\$1,000 scholarships

Kara Wilson of **Lexington, Ky.**, is a junior agricultural communications major at the **University of Kentucky**. Following graduation, she hopes to work for a state beef cattlemen’s association or state department of agriculture to promote the safe practices, marketing and consumption of beef throughout the United States and globally. She is employed as a student worker at the University of Kentucky meat Science Lab and her family’s beef operation, Wilson Angus.

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Five Students Earn Colvin Scholarships from Certified Angus Beef LLC (page 3)

Cheyenne Dixon of **Des Moines, N.M.** is a junior animal science and agricultural business major at **Colorado State University**. She plans to attend graduate school and pursue a master's degree in meat science. She participates on her school's meat judging team and is employed at High Country Meats Quality Assurance, and the Colorado State University Meat Lab.

Chelsea Good of **Parker, Colo.**, is a senior with a triple major in agricultural communications, public relations and political science at **Kansas State University**. She plans to pursue a master's degree or seek a position in beef industry promotion. Good is vice president, Collegiate Cattlewomen and first vice president, National Agri-marketing Association (NAMA) at Kansas State. She is also involved in the debate team, student council, Collegiate Farm Bureau and Agricultural Communicators of Tomorrow (ACT). She is currently a CAB industry information intern.

Generous fundraising efforts from the brand's licensed partners continue to grow the Colvin Scholarship Fund. One of the largest fundraisers is a golf tournament and auction, held in conjunction with the brand's annual conference. The 2008 golf event title sponsorship was auctioned to Palmer Food Services/G&C Food Distributors.

Less than 8 percent of beef earns the *Certified Angus Beef*[®] brand name. Enjoyed for its flavor, tenderness and juiciness, the *Certified Angus Beef*[®] brand is *Angus beef at its best!*[®] For recipes, cooking tips or grocer and restaurant locations, visit www.certifiedangusbeef.com.

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