



# HONORING OUR *Ranching Heritage*



The *Certified Angus Beef*® brand, created in 1978 by a group of family Angus ranchers, remains dedicated to bringing the best Angus beef to the table. To celebrate our 40th anniversary, and the unique vision of our forefathers, we're going back to our roots in a tribute to old-school marketing by painting our logo on 40 barns in 40 communities to share our thanks and celebrate our heritage.

Barns often are viewed as a symbol that unites the passion and pride of farming and ranching families from generation to generation. It's where family life is centered and oftentimes celebrations held. Each one has a unique story, much like the *Certified Angus Beef*® brand and our family farmers and ranchers.

Nominations for barns to paint were accepted in November 2017. Barn painting began Jan. 15, 2018, in Ocala, Fla., and will conclude in October 2018.

## **Troy Freeman**

Free Sky Studios, Springfield, Ill.

Large-scale paintings, such as barns, require a unique skill set – starting with artistic talent. By the time Troy Freeman was in high school, he'd painted his school's, and its rivals', mascots in the gym, and was fielding calls from other schools, farmers and businesses requesting their own paintings.

Staying hands-on creatively is a priority for Troy, regardless of project. He views each one as an opportunity to further his creative calling, as well as his faith, which he credits as the true source of his abilities. While painting barns for the *Certified Angus Beef*® brand, Troy looks forward to meeting farming families and learning about their unique stories.

Troy and his wife, Dr. Billie Jarvis-Freeman, a professor at Lincoln Christian University, are the proud parents of two “bookend” daughters: a 7-year-old, and the eldest, serving in the U.S. Navy.

### **Creative career highlights**

- Self-managed freelance illustrator of 15 published titles
- Founded graphics and web design business
- Mural painter: residential, schools, amusement parks, businesses, cities/townships



## **About the Brand**

World renowned for exceptional quality and generous marbling, the *Certified Angus Beef*® brand is the original brand of premium beef. Ten exacting standards ensure superior taste and tenderness in every bite. It's the preferred beef at restaurants and grocery stores throughout the country and around the world. To find locations or more information, visit [CertifiedAngusBeef.com](http://CertifiedAngusBeef.com).

## **#BrandtheBarn**



[CertifiedAngusBeef.com/BrandTheBarn](http://CertifiedAngusBeef.com/BrandTheBarn)

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