

for immediate release

NEWS

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Photo Link and Caption:

[Badwin Family](#)

Members of the Baldwin family gather at their barn in Ocala, Fla., the first of 40 across the nation to be painted with the *Certified Angus Beef*[®] brand's logo. The family's patriarch, the late Leroy Baldwin, served on the brand's board of directors from 1998-2002.

The *Certified Angus Beef*[®] brand marks 40th anniversary with barn paintings

WOOSTER, Ohio – February 20, 2018 – Dotted across the countryside from coast to coast, few symbols represent vintage Americana like a heritage barn. The barn is where farm life is centered from generation to generation and, oftentimes, celebrations held. Each barn has a unique story, much like the *Certified Angus Beef*[®] brand and its family farmers and ranchers.

In 2018, the brand is celebrating 40 years of bringing the best Angus beef to consumers. The brand's familiar logo will be painted on 40 barns across America, an old-school marketing approach that's a tip of the hat to the farmers and ranchers who created the brand in 1978 and lead it today.

“This effort is a tangible symbol of the valuable, and interconnected, roles our partners play in guiding the *Certified Angus Beef*[®] brand from farm to table,” says Tracey Erickson, vice president of marketing. “It's an honor for us to join their efforts in honoring our roots: family farmers and ranchers who have always been at the heart of this brand.”

The first barn was painted the week of Jan. 15 in Ocala, Fla., at Baldwin Angus Ranch, which is located along the well-traveled I-75. Painting takes 2-3 days at each barn site. Gatherings are also planned onsite with the ranchers, brand partners and community leaders, like in Ocala where Sonny's BBQ served lunch.



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About the *Certified Angus Beef*[®] brand

Since 1978, the *Certified Angus Beef*[®] brand has signified a mark of distinction on restaurant menus and in grocery store meat cases. It all began 40 years ago with a group of family farmers and ranchers determined to create and, still today, bring the best Angus beef to the table. To celebrate their vision and dedication to quality, we're painting 40 barns in rural communities across the country with the brand's logo – celebrating both the milestone and people at the center of the brand's success. Visit CertifiedAngusBeef.com, Facebook, Twitter or Instagram to follow the #BrandtheBarn journey.

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