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## **New Appointees Bring Diverse Perspectives to Colorado Beef Council Board**

*New board member credentials include comprehensive 'Pasture to Plate' experience*

ENGLEWOOD, CO (September 19, 2022) – Governor Jared Polis recently named Meghann Blach of Eckley, CO, and Luke Larson of Fowler, CO, to the Colorado Beef Council (CBC) Board of Directors. The new appointees bring unique qualifications to the eight-member board, having raised and promoted beef both on the hoof and directly to consumers. Joining other beef producers and industry leaders on the board, Blach and Larson will help direct Beef Checkoff investments in promotion, research, and education programs to grow beef demand.

Raised on a 650 head dairy, Blach's background embodies the diversity of agriculture in the state. Today, she and her husband raise their family on a farming operation where they also manage a cow-calf herd. Her passion for agriculture extends to her small business, Farm House Market located in Yuma, CO. Opened in 2011, Farm House Market is a local espresso and dairy bar, where Blach serves an array of locally grown and handcrafted products. She enjoys using her storefront to help bring the story of agriculture, beef, and dairy production to her customers.

"The Beef Council offers a wealth of knowledge to me as a producer to help educate people on an industry that I am so passionate about," Blach said. "I'm very honored to be serving in the Dairy seat and look forward to increasing my involvement in the beef industry within the unique area of consumer education and promotion."

Fellow appointee, Luke Larson, brings matching experiences and enthusiasm to the board, where he will represent one of two cattle feeder positions. On a weekly basis, Larson deals with both corporate beef production as well as direct-to-consumer beef sales. Not only is he the General Manager and partner of Ordway Feedyard, but he is also a partner in his family's Otero County ranch, which operates in the cow/calf, stocker, and backgrounding sectors. In 2017, Larson launched Centennial Cuts, a local beef brand that markets directly to consumers. The Centennial Cuts brand can be found online, at farmer's markets, and even at Denver International Airport.

“I’m incredibly excited to serve on the CBC Board,” Larson said. “Beef has such a positive story to share regarding its positive impact on the environment, its important role in a healthy diet, and an abundant offering of great tasting cuts to fit any budget.”

Both appointees look forward to serving four-year terms on the board, and agree that there is excitement surrounding the future of the beef industry. As Colorado’s consumer dynamics continue to change and the beef industry faces new challenges, Blach and Larson are well positioned to help make informed decisions regarding Beef Checkoff investments.

“Consumers have always demanded a great tasting product, but they’re also increasingly demanding answers surrounding how beef is raised, how it fits within a nutritious diet, and what effects beef production has on the environment,” Larson said. “The Colorado Beef Council has a huge responsibility to create a return on producers’ Checkoff investment while answering consumers’ questions. It’s a responsibility we don’t take lightly.”

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The Colorado Beef Council (CBC) manages demand and consumer confidence building programs for Colorado’s \$3.4 Billion beef industry. CBC operates under the guidance of its Board of Directors who are appointed by the Governor of the state of Colorado and represent the producer, feeder, dairy, beef distributor, beef marketer, and processor segments of the industry.

Funded by the \$1 per head beef checkoff assessment on all cattle sold in the state, CBC retains half of each dollar collected for state level programs and forwards the other half to the Cattlemen’s Beef Board (CBB) for national level programs. USDA-Ag Marketing Service provides oversight for all CBB and CBC programs, services, and business activities.