



For Immediate Release

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Colorado Beef Council Board Chair John Scanga Appointed by the Federation of State Beef Councils' to the Beef Promotion Operating Committee

Scanga, CBC Board Chair is one of 10 Federation of State Beef Council representatives on Beef Promotion Operating Committee

ENGLEWOOD, CO (March,29, 2024)- The Colorado Beef Council (CBC) congratulates Board Chair, John Scanga on his recent appointment to the Beef Promotion Operating Committee. This committee, established by the Beef Promotion and Research Act, is responsible for developing the annual program budget for national Beef Checkoff.

Scanga is the first Colorado representative from the Federation of State Beef Councils to sit on the Beef Promotion Operating Committee in many years. His rich knowledge and experience as a producer, educator and Science Officer makes him an excellent resource on the national industry stage. In this position, Scanga will help with the development of the annual budget. This budget, as approved by the full Cattlemen's Beef Board and USDA, will help to create national plans and programs in promotion, research, industry and consumer information, foreign marketing and producer communications.

Scanga is known for his many years of experience in the industry. He is the owner and operator of 4s Farms and longtime educator at Colorado State University (CSU). Scanga received his BS, MS and PHD in Animal and Meat Sciences from CSU. As a professor and Science Officer, he is a vital part of their agricultural and beef education program there. Aside from this, Scanga is an active father, business owner, community member and CBC Board Member and Chair.

"We are proud to have a producer that's a Colorado native representing us on the national stage," said Leann Saunders, Co-Founder and COO of Where Food Comes From, Inc., headquartered in Castle Rock, Colorado. "John is the perfect candidate for the job. He's hard-working and dedicated to finding solutions that benefit farmers and ranchers while ensuring safe, wholesome, and healthy beef products for consumers. He is truly a wonderful volunteer, advocate and representative both in Colorado and nationally. I'm excited to see the work he got done for the Beef Checkoff."

The Beef Promotion Operating Committee is comprised of twenty different producers from across the nation. Ten of these producers are appointed by the Federation of State Beef Councils, as was Scanga, and ten are appointed by the Cattlemen's Beef Board. For more information on the Beef Promotion Operating Committee, visit

<https://www.beefboard.org/beef-board/committees/operating-committee/>

About the Colorado Beef Council

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 cattle raiser, cattle feeder, dairy, beef distributor, beef marketer, and beef 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 education, nutrition, marketing/promotion, and communication programs and forwards the other half to the Cattlemen's Beef Board for national level programs. USDA-Ag Marketing Service provides oversight for all CBB and CBC programs, services, and business activities. For more information, visit www.cobeef.com

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