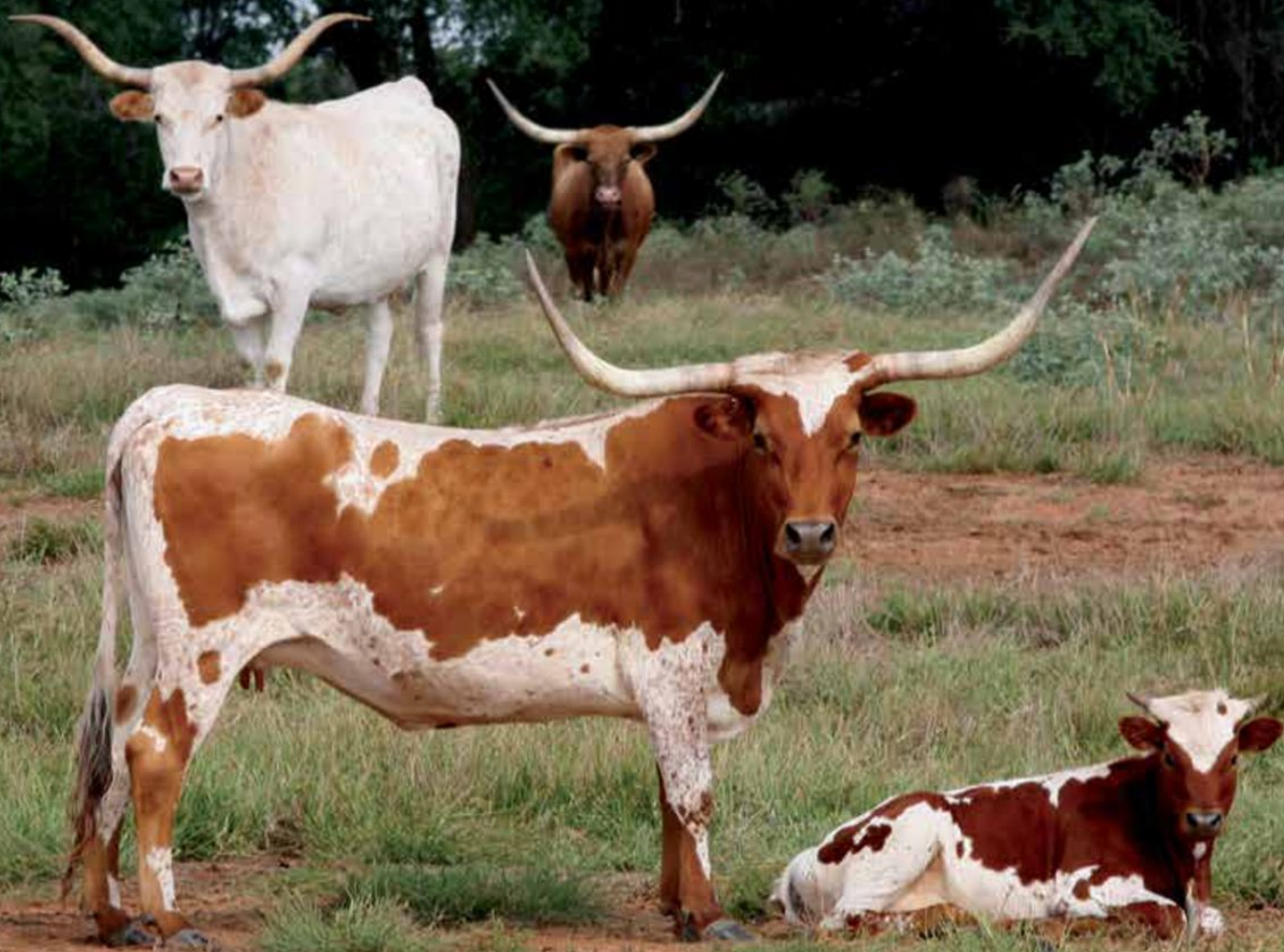


June 2013

American **Cattlemen**[®]



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USFRA Receives National Recognition

The U.S. Farmers & Ranchers Alliance® (USFRA®) recently received national recognition from the Public Relations Society of America (PRSA) and the National Agri-Marketing Association (NAMA) for its 2012 consumer communications aimed at restoring trust in the food production system.

"This national recognition shows the momentum USFRA is gaining through its ground breaking communications efforts," said Bob Stallman, chairman of USFRA and president of the American Farm Bureau Federation. "We are building new platforms for farmers and ranchers to share the continual improvements they make on their farms and ranches, and better connect consumers to the people who grow and raise their food."

USFRA has been named as a finalist in five PRSA Silver Anvil Awards categories including:

- Community Relations** – Associations/Non Profit Organizations
- Integrated Communications** – Associations
- Reputation/Brand Management** – Associations
- Event and Observances** (seven or fewer days) – Associations
- Issues Management** – Association/Nonprofit Organizations

The Silver Anvil is awarded annually to organizations reaching the very highest levels of professional achievement by PRSA. The awards ceremony will take place on June 13 in New York City.

NAMA also acknowledged USFRA's consumer communications during the National Best of NAMA awards ceremony last week. USFRA won three first place awards in the categories of:

- Persuasive writing** - CNN Eatocracy opinion piece on the 2012 drought
- Events** - The Food DialoguesSM events
- Producer-** or Company-funded Public Relations - Overall US FRA consumer public relations

The Best of NAMA Awards recognizes work that embodies excellence in advertising, digital media and public relations. This year's entries marked the highest number since 1999. Previously, USFRA won several first place regional awards that qualified them to be considered for national competition.

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Texas BEEF Team Member Breaks Record



Texas BEEF Running Team member and passionate beef advocate, Parvaneh Moayedi, is making headlines as a new Guinness Book of World Records title holder.

Moayedi recently broke the Guinness record for the most marathons ran in consecutive days by any female. She beat the old record by running 17 marathons in 17 days by four runs, the previous record was 13. Only a few weeks later, Moayedi completed her 300th marathon making headlines once again.

"Parvaneh is an essential part of our team and we're proud to have her represent the beef industry," said Jennifer Matison, Texas Beef Council (TBC) senior manager of consumer marketing. "She is a true testament to what our goal and mission is here at TBC. Through the BEEF Team, our industry has a place that's relevant and compelling in the fitness and health world."

Moayedi shared her secret to success with media outlets while suited up in her "Beef. Fuel for the Finish" race jersey. She fuels her runs with protein-packed meals of lean beef and firmly believes her success and endurance is directly related to eating a healthy high protein meal. Parvaneh says she starts and finishes races with beef and is passionate about debunking the myths surrounding beef and its nutritional benefits.

"Having a record-winning marathoner credit beef for her accomplishments is a great asset for the Texas beef check-off and is a story that resonates with other athletes and consumers across the state," said Ken Leiber, cattleman and chairman of the TBC board of directors. "Texas cattle farmers and ranchers applaud Parvaneh. We are extremely proud of her incredible accomplishments."

For more information on this and other checkoff-funded programs, please visit TexasBeef.org or call (800) 846.4113.

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