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FOR IMMEDIATE RELEASE

South Dakota Recognizes May as Beef Month

Pierre, SD, May 8, 2009- The South Dakota Cattlemen's Association (SDCA) is proud to announce that Governor Rounds has once again proclaimed May as beef month in South Dakota. SDCA members work to promote beef throughout the year, and are pleased that Governor Rounds recognized the important role the beef industry plays in South Dakota today. SDCA President Todd Mortenson stated, "The cattle and beef industry is vital to the economic well-being of the state. With nearly 5 head of beef cattle for every person in South Dakota, we appreciate that Governor Rounds has recognized the significant impact of our industry by pronouncing May as Beef Month."

"It is important that the citizens of South Dakota recognize the valuable contributions the cattle industry makes to the health and well-being of our state", Gov. Rounds stated in his proclamation.

South Dakota is home to more than 15,000 ranchers and cattlemen who provide a quality product to consumers across the state and nation. The state also boasts approximately 3.7 million beef cattle within its borders. The South Dakota beef industry contributes \$3.72 billion annually to the state's economy.

South Dakota Department of Agriculture Secretary Bill Even stated, "Raising cattle is one of South Dakota's oldest professions. Cattle producers are an integral part of our history, our economy, and our rural way of life. Beef Month recognizes the hard work they do day in and day out to put a great tasting, high-quality product on the dinner table."

"SDCA recognizes the importance of educating consumers about the nutritional benefits and sound practices used in beef production today. We work hard to deliver a delicious and nutritious product that consumer can afford in today's economy. Producing a safe product and protecting and improving our natural resources continues to be a top priority for today's producers," said Bryan Nagel, SDCA 1st Vice President.

"Beef month provides an excellent opportunity for producer's to share their story and for consumers to sample a tasty new beef recipe," said Nagel.

For more information about Beef Month promotions or how South Dakota's cattlemen are working to enhance beef demand, please contact the SDCA office in Pierre at 605-945-BEEF (2333) or www.sdcattlemen.org.

