

# IDAHO CATTLE ASSOCIATION



## For Immediate Release

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### Idaho Cattle Association Celebrates 100 Years with Centennial Cattle Drive

2015 marks one hundred years of the Idaho Cattle Association (ICA), the official voice of all segments of the beef industry in Idaho. In celebration of this historic accomplishment, ICA is hosting the Centennial Cattle Drive as part of the Cattle Industry Convention and Trade Show July 18, 2015. The cattle drive will be held Saturday, July 18, 2015 beginning at 9:30 am on Chinden Boulevard and 44th Street. The cattle drive will end on Chinden Boulevard and Kent Street at the Western Idaho Fairgrounds. Shufly Arena of Twin Falls, Idaho is providing the Texas Longhorn Cattle to be used in the event. The ICA centennial celebration will bring cattle producers from around the state to Idaho's urban center to honor the past and celebrate feeding the future.

In an effort to honor industry leaders both past and present, ICA is holding a Centennial Cattle Drive as part of the week's events. Governor C.L. "Butch" Otter and Lieutenant Governor Brad Little, both ICA members, will lead the procession joined by Garden City Mayor John Evans on horseback. Otter, Little and Evans will be joined by past presidents of the Idaho Cattle Association as we salute industry leaders who have selflessly and tirelessly volunteered their time, talents and resources to promoting, protecting and preserving Idaho's cattle industry over the past century.

ICA is proud of the industry the organization represents. Cattle production is the backbone of Idaho's economy, and cattle producers share a legacy of environmental stewardship, natural resource conservation, and sustainability while producing a healthy, delicious, and nutritious protein. We invite all to join us as we celebrate this landmark event in Boise July 14-18. For more information and to register for events, visit the Idaho Cattle Association website at [www.idahocattle.org](http://www.idahocattle.org).

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The Idaho Cattle Association works on behalf of the more than 10,000 cattle producers in the state of Idaho and has a membership of nearly 1,000 members. It is the only organization in the state that deals exclusively with the needs, interests and welfare of Idaho's cattle industry.