

IDAHO CATTLE ASSOCIATION



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Idaho Cattle Association Celebrates 100 Years

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 Cattle Industry Convention and Trade Show July 14-18, 2015. The centennial event will be based at the Riverside Hotel in Boise, and will include a week full of educational sessions presented by industry experts, social events, and first-class entertainment. 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.

Governor C.L. "Butch" Otter, an ICA member, will be featured as the keynote speaker, followed by Paralympic gold medalist Mike Schlappi on Wednesday morning. Wednesday's education sessions will also be host to Tom Brink, who will address the ins and outs of the markets and economics of the cattle industry, and Proof Eyewear's founder and CEO, Brooks Dame, will lead a discussion about marketing to and communicating with the urban consumer. Wednesday will close at Julia Davis Park with the Boise Bolo Tie Blowout, a community event open to the public with Idaho Preferred food vendors, a beer garden featuring an ICA custom brew, Bucakroo Blonde, crafted by the Payette Brewing Company, and music preformed by New Transit and the Jeff Palmer Band. Thursday is host to the annual J.R. Simplot Memorial Golf Tournament, the Graze It, Don't Blaze It rangeland tour, and Beauties and the Beef—a lunch, fashion show, and downtown shopping tour for the ladies. Each event option will close with the Snake River Stampede. Senator Jim Risch and Congressman Raul Labrador will share the stage as they lead a discussion of their efforts on Capitol Hill and the impact of new federal policies on Idaho's cattle production. The event draws to a close on Saturday, July 18, with the Centennial Cattle Drive through Garden City, led by Governor C.L. "Butch" Otter and Garden City Mayor John Evans, joined by ICA past presidents, followed by Idaho Beef Day at the Races, horse races at LeBois Park sponsored by the Idaho Beef Council.

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.

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.