

# IDAHO CATTLE ASSOCIATION



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### **Governor Honors Parma Cattle Feeder for Environmental Stewardship**

The Governor's Awards for Excellence in Agriculture were awarded Tuesday, February 17, 2015 at the Larry Branen Idaho Ag Summit. Kent Mann of Parma was honored with the Governor's Environmental Stewardship Award.

Kent Mann is the owner of M/M Feedlot, a 10,000 head heifer feeding operation in Parma. M/M Feedlot recently opened Mann Farms, a calf feeding operation. Kent's commitment to protecting the viability of the environment has been the cornerstone of his business plan and management practices since he and his wife, Gloria, assumed operation of M/M Feedlot in 1973. "As cattlemen, we are the original and best stewards of the land and environment," said Mann upon acceptance of the award. "We just never tell our own story," he continued.

Kent has implemented state-of-the-art technology on his feedlot, which includes the largest solar energy panel in the Northwest. Kent is a past recipient of the National Cattlemen's Beef Association Regional Environmental Stewardship Award, and served as president of the Idaho Cattle Association (ICA) in 2008 and 2009. "I met Kent on my first day at ICA, and he has been my mentor ever since. He is the embodiment of integrity. He is a great champion of environmental stewardship, and most deserving of this recognition," said Britany Hurst, Feeder Coordinator for ICA.

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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.*

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