



Executive Department
State of Idaho

The Office of the Governor
Proclamation

State Capitol
Boise

Idaho Beef Month

WHEREAS, throughout its long and distinguished history, the Idaho beef industry has had tremendous impact on local communities and the economy of Idaho; and

WHEREAS, there are approximately 2.14 million head of cattle in Idaho valued at \$2.12 billion; and

WHEREAS, for over 100 years, Idaho cattle ranchers have formed a natural partnership of land stewardship and productivity through generations of ranching families that care for our natural resources and quality of life; and

WHEREAS, Idaho cattle producers continue to meet the challenges of a changing industry to provide lean, high-quality, nutritious and safe beef products to consumers; and

WHEREAS, beef is a significant source of many important nutrients – protein, zinc, iron, selenium, phosphorus and B-vitamins – that are essential to good health, and beef's role in a balanced and varied diet has been confirmed by leading health organizations; and

WHEREAS, the Idaho beef industry, with funding provided by producers through the Beef Checkoff, works to increase consumer demand for beef through promotion, education and research programs;

NOW, THEREFORE, I, C.L. "BUTCH" OTTER, Governor of the State of Idaho, do hereby proclaim July 1-31, 2011 to be

Idaho Beef Month

in Idaho.



IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Idaho at the Capitol in Boise on this 1st day of July in the year of our Lord two thousand and eleven and of the Independence of the United States of America the two hundred thirty-fifth and of the Statehood of Idaho the one hundred twenty-first.

C.L. "BUTCH" OTTER
GOVERNOR

BEN YSURSA
SECRETARY OF STATE