

Vision Meets Determination

Mick Colvin honored by Meat Industry Hall of Fame and Saddle & Sirloin Club.

Story by

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More than 30 years ago, when beef branding meant using a hot iron, Louis M. “Mick” Colvin led the creation and development of the *Certified Angus Beef*® (CAB®) brand. As executive director for 22 years, Colvin took the concept of identifying and marketing beef to a worldwide brand.

His leadership was recognized Oct. 27, when he was among the first 21 members inducted into the Meat Industry Hall of Fame at Chicago’s Union League.

“Mick didn’t just develop and lead the program’s growth,” said John Stika, president of Certified Angus Beef LLC (CAB), at Colvin’s award presentation. “He influenced how the entire industry breeds cattle and markets beef with the consumer in mind. In doing so, he created widespread value and relevance to the consumer and every segment of beef merchandising and production.”

The same message resonated in Louisville, Ky., two weeks later, as Colvin’s portrait was hung in the famed Saddle & Sirloin Club Gallery.

“Mick Colvin’s hard work, perseverance and commitment to

excellence have influenced the lives of all in the beef cattle industry, from pasture to plate,” said Bill Rishel, owner of Rishel Angus, North Platte, Neb., and past chairman of the brand’s Board of Directors. “From his earlier days as an Angus breeder to the formation of the world’s most recognized beef brand, he became the point man for one of the greatest paradigm shifts in the history of our industry.”

Colvin led the brand to become the benchmark for quality beef in the food industry throughout the 1980s and 1990s, when packers began to pay premiums for qualifying cattle. Value funnels back to Angus producers. In the



Louis M. “Mick” Colvin was among the 21 Charter Members inducted into the Meat Industry Hall of Fame on Oct. 27 at Chicago’s Union League Club. They were recognized for dedicating their careers to advancing the meat and poultry industries. Colvin received his award from John Stika, president of Certified Angus Beef LLC.

past 12 years, just the CAB share of grid payments for finished cattle has exceeded \$250 million. Cattle-Fax estimates every million pounds of product sold annually adds a dollar to the value of a registered Angus bull.

“The Certified Angus Beef program is the most significant advancement in the beef business since carcasses began to be ribbed and graded in 1965 or when boxed beef got its foothold in the early ’70s,” said Tim Hussman, Colvin’s first hire for the brand in 1983 and current president of licensed distributor Newport Meat Co.,

Irvine, Calif. “Through Mick’s leadership, breeders, feeders, USDA, packers, purveyors and retail stores continue

working together to produce and deliver the highest-quality beef we know how.”

Colvin’s induction to the portrait gallery honored his 55-year career in animal agriculture as a herdsman, farm manager, fieldman, brand creator and beef marketer.

“Mick has distinguished himself among cowboys as well as corporate executives, and he possesses a masterful ability to relate equally well to all those with whom he comes in contact,” said Mary Ferguson, former associate director for the brand and current co-owner of Wolf Creek Angus Ranch near Luray, Kan. “He truly is a ‘common man’ of uncommon character. Through words and action, he has inspired countless others by providing a strong, shining example.”

Colvin’s portrait was painted by Richard Halstead, Evanston, Ill. It was Halstead’s 15th work to be in the Saddle & Sirloin Gallery, which honors one stockman each year. The gallery is the largest devoted to a single industry, with the earliest portraits of European stockmen from the 1700s. It was established in 1903 at the Union Stock Yards in Chicago and moved to Louisville in 1977.