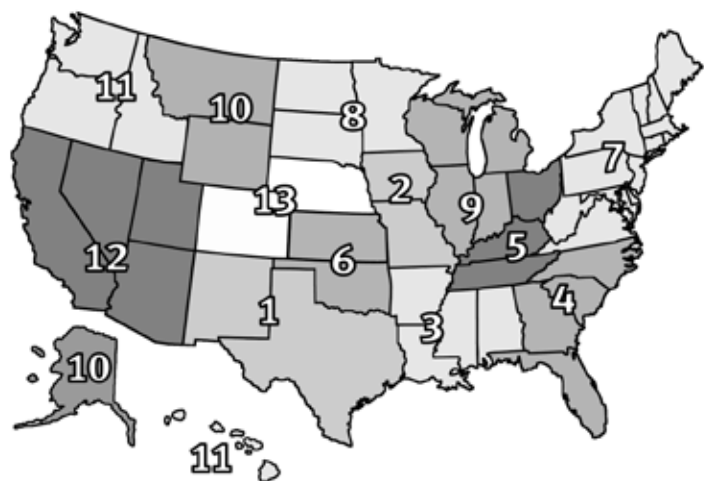


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Chris Jeffcoat Joins the American Angus Association

The American Angus Association welcomes Chris Jeffcoat of Littlestown, Pa., as the new regional manager for the northeastern region. Jeffcoat plans to relocate from North Carolina, where he currently lives, to near Gettysburg, Pa., and begin his role as regional manager March 3.

"It's an honor to be working for Angus producers in the eastern region," Jeffcoat says. "Thanks to their commitment to the breed, the Angus business has much to be proud of, from a population standpoint and a dedication to a high-quality product. I truly look forward to getting started."

Jeffcoat will represent Angus at various cattle events and sales throughout the region. As a regional manager, breeders can ask him questions about Association programs and services, or for help locating Angus seedstock. He can also advise producers on marketing opportunities available through the Association.

"Chris brings a lifetime of experience to the Angus breed, and we look forward to seeing what he brings to our Angus producers and the future of the business breed," says Bryce Schumann, the Association's CEO. "We hope farmers and ranchers in the eastern region call on Chris for advice with their operations."

Jeffcoat's region covers Delaware, Maryland, Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New Jersey, New York, Pennsylvania, Virginia and West Virginia.

"It's a great time to be in the cattle business, and more importantly the Angus breed," Jeffcoat says.

A native of Pennsylvania, Jeffcoat received a bachelor's degree in agribusiness management from Penn State University, and a master's degree in agricultural economics from the University of Kentucky (UK). Jeffcoat's family owns both commercial and registered-Angus cattle, and a local meat-processing facility where they market beef directly to consumers.

Jeffcoat was a North Carolina State University area extension agent for livestock, equine, forages and direct marketing. His past experience includes serving as the Pennsylvania Beef Council's Beef Quality Assurance (BQA) director, and a UK Extension agent for agriculture and natural resources.

For more information on Association regional managers, visit www.angus.org.