U.S Premium Beef to Receive Don L. Good Impact Award

Seventh annual K-State ASI Family & Friends Reunion slated Oct. 15

MANHATTAN, Kan. – U.S. Premium Beef (USPB), a grassroots producer-based organization, has been selected as the 2021 Don L. Good Impact Award Winner.

The award, presented by the Livestock and Meat Industry Council Inc. (LMIC), is named in honor of Good, who is a former head of the Kansas State University Department of Animal Sciences and Industry (ASI), and recognizes positive impact on the livestock and meat industry or agriculture.

USPB will be recognized during the K-State ASI Family & Friends Reunion on Oct. 15 at the Stanley Stout Center in Manhattan. The event is planned to be hosted in-person, following COVID procedures at the time.

USPB is a consumer-based beef marketing company that is independently owned by beef producers, ranging from commercial ranchers to feeders. The organization has been responsible for providing better opportunities for producers to earn premiums based on the quality of their animals.

USPB was organized in 1996 due to a growing concern with beef producers that the marketing system was not providing adequate access for producers, a loss of consumer demand, and poor recognition for the quality beef being produced.

From there, USPB changed the marketing system by purchasing ownership in beef processing which enabled USPB producers to receive premiums for delivering higher quality grading cattle, and to share in the value added at its processing facilities.

“U.S. Premium Beef has allowed the individual producer to have a little bit more control and potential for more economic feedback in their livestock production,” said Justin Janssen, ASI Family & Friends Reunion committee member.

USPB’s transition allowed producers from 38 states to earn more than $605 million in grid premiums on more than 16.5 million head from the beginning stages of the organization.
USPB’s ownership in National Beef Packing Company (NBP) has provided more opportunities to market high-quality, value-added products designed with consumers in mind and produced by USPB producers into domestic and international markets. Processing ownership has also enabled USPB’s producer owners to share in the value added by NBP by receiving distributions from the earnings of NBP.

More information, along with registration, will be available online for the Oct. 15 K-State ASI Family & Friends Reunion at www.asi.ksu.edu/familyandfriends, and the reunion’s social media channels.

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The Kansas State University Department of Animal Sciences and Industry serves students, livestock producers and the animal and food industries through teaching, research and education. The K-State ASI department prepares students for careers in the animal and food industries. The curriculum includes the study of nutrition, reproduction, genetics, behavior, meat science and food science with production, management, and agribusiness skills. For more about K-State’s ASI department, visit asi.ksu.edu.

The Livestock and Meat Industry Council is dedicated to facilitating interdisciplinary research that identifies and addresses issues/opportunities facing animal agriculture and the efficient production of food. The Council solicits volunteer contributions including money, land, livestock, equipment and other bequests in support of approved priorities and initiatives within the Department of Animal Sciences and Industry, in cooperation with the College of Agriculture at K-State.

K-State Research and Extension is a short name for the Kansas State University Agricultural Experiment Station and Cooperative Extension Service, a program designed to generate and distribute useful knowledge for the well-being of Kansans. Supported by county, state, federal and private funds, the program has county extension offices, experiment fields, area extension offices and regional research centers statewide. Its headquarters is on the K-State campus in Manhattan. For more information, visit www.ksre.ksu.edu. K-State Research and Extension is an equal opportunity provider and employer.

Story by:
Angie Stump Denton
785-562-6197
angiedenton@ksu.edu