



**CATTLE FEEDERS  
HALL OF FAME**

## **News Release**

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### **Cattle Feeders Hall of Fame Recognizes Outstanding Industry Leader** *Richard McDonald receives first Industry Leadership Award through the Hall of Fame*

Kansas City, Mo. (July 23, 2010) – The rich history of cattle feeders would not be complete without recognizing numerous individuals who have been instrumental in ensuring the success and growth of the industry outside of the feedyard. From educators and scientists to advocates and policy makers, the contributions by these men and women have shaped modern beef production, which is why founders of the Cattle Feeders Hall of Fame awarded the very first Industry Leadership Award to Richard McDonald, former president and CEO of the Texas Cattle Feeders Association (TCFA).

McDonald was presented with the award during a special Cattle Feeders Hall of Fame Banquet held July 8 in Denver, Colo. During his 32-year career with TCFA, McDonald was a strong, steady and consistent champion for cattle feeders with an innate ability to recognize and capitalize on short- and long-term opportunities for the industry.

“McDonald’s leadership, guidance and understanding of the issues earned him well-deserved respect throughout the industry,” says Jim Miles, Senior Marketing Manager for Intervet/Schering-Plough Animal Health and Cattle Feeders Hall of Fame development team member. “We are fortunate to have a champion like McDonald on our side and it is a privilege to award the very first Industry Leadership Award to someone whose work has — and will continue to leave — a lasting impression on our industry.”

#### **Richard McDonald**

A Texas man from the start, McDonald grew up on a on a diversified livestock and crop farm near Benito, Texas. In 1974, he joined as a staff member with TCFA and never looked back.

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## CFHOF Industry Leadership Award 2010 Recipient/Add One

During his TCFA tenure, McDonald was a steady and consistent advocate for cattle feeders. He was instrumental in helping to pass several tax-relief measures for cattlemen. McDonald also collaborated with other beef organizations to obtain important legislative victories at the state and national levels. He was appointed president and CEO of TCFA in 1998 and served in this role until his retirement in 2006.

As evidence to his commitment to cattle feeders and to the Texas agricultural industry, McDonald has received numerous awards, including the 2002 Texas Tech University Gerald W. Thomas Outstanding Agriculturalist Award and the 1997 Texas County Agricultural Agents Association Man of the Year in Texas Agricultural Award.

McDonald also was influential in the development of the Cattle Feeders Hall of Fame by serving on the nominating committee where he helps select the classes of inductees.

“McDonald epitomizes what it means to be an advocate for cattle feeders, so it’s quite fitting to see the first Industry Leadership Award go to such a deserving man,” says Dee Likes, Executive Vice President of the Kansas Livestock Association. “His devotion to protecting and enhancing the state of the cattle industry is inspiring to all of us who serve that same goal.”

### **About the Cattle Feeders Hall of Fame**

The Cattle Feeders Hall of Fame was established in March 2009 to recognize individuals who have made extraordinary and lifelong contributions to the cattle-feeding industry.

For more information about the inductees or the Cattle Feeders Hall of Fame, visit [www.cattlefeeders.org](http://www.cattlefeeders.org).

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