

FOR IMMEDIATE RELEASE

By the California Beef Cattle Improvement Association
Kelli Toledo, 559 972-8987, ktoledo@lightspeed.net

Beef Improvement Federation Presents 2009 Pioneer Award to Lifelong Hereford Breeder



SACRAMENTO, CALIF. (May 2, 2009) – The Beef Improvement Federation (BIF) presents the Pioneer Award each year to deserving individuals who have made contributions to the genetic improvement of the beef industry.

This year, Bruce Orvis of Orvis Cattle Company, Farmington, Calif., was honored with the 2009 Pioneer Award during the BIF's 41st Research Symposium and Annual Meeting, April 30 – May 3, 2009, in Sacramento, Calif.

A lifelong Hereford breeder, Orvis currently runs 300 head of registered cows and heifers at his ranch

located in the foothills of the Sierra Nevada Mountains. He markets 50 to 60 bulls annually to producers throughout California, Nevada, Oregon and Mexico. The operation also runs 300 to 500 feeders on grass each year. He served as a member of the American Hereford Association Board of Directors from 2001 through 2004.

Orvis Cattle Company has been performance testing cattle since 1952. The ranch began ultrasound testing in 1987. The operation is one of the longest running herds in the state to be certified free of Johne's disease. Over the years, Orvis Cattle Company bulls have been recognized at shows and sales across the state, including the Grand National Stock Show, San Francisco, and the Red Bluff Bull Sale, Red Bluff, Calif.

During college, Orvis joined the family herd established in 1918 by his father and grandfather, C.B Orvis & Son, and later W.S. Orvis & Sons. He was a standout football player and graduated from the College of the Pacific, Stockton, Calif., with a bachelor's degree in business economics in 1950.

A founding member of the California Beef Cattle Improvement Association (CBCIA), Orvis served on its board of directors from 1959 through 1985. He served as president of the organization from 1961 through 1962. Orvis was named the CBCIA Seedstock Producer of the Year in 1993 and in 2000. In 1997, he received the CBCIA Horizon Award for his dedication to the California beef cattle industry.

Since 1970, Orvis has been an avid supporter of the Western Nugget National Hereford Show and Sale, held each winter in Reno, Nev. In 1995, he was appointed to the Western States Hereford Committee, which oversees the event. In addition, the Orvis family is an avid supporter of Hereford youth programs.

Bruce and his wife Roma have four children and twelve grandchildren. In 1996, the ranch was preserved for future generations when it was placed in a conservation easement with the California Rangeland Trust, an organization governed by ranchers working to conserve the open space, natural habitat and stewardship of California ranches.

###

For highlights from the BIF's 41st Research Symposium and Annual Meeting, April 30 – May 3, 2009, in Sacramento, Calif., visit www.bifconference.com or www.calcattlemen.org/bif2009.html.

Photo by Cornerpost Publications, publisher of the California Cattleman. Caption: Bruce Orvis (second from right), Farmington, Calif., was recognized by the Beef Improvement Federation (BIF) with the 2009 Pioneer Award during its 41st Research Symposium and Annual Meeting, April 30 – May 3, 2009, in Sacramento, Calif. Pictured with Orvis are sons Mike Orvis (far left) of Livermore, Calif., and Bruce Orvis III of Arnold, Calif. BIF Outgoing President Tommy Brown (far right), Clanton, Ala., made the presentation.