



For Immediate Release

Contact: Jaime Gardner

Phone: (970)597-0696

Email: jgardner@novitascommunications.com

Colorado Beef Council Board Announces Julie Moore as New Vice President of Operations

Julie Moore, Former Director of Nutrition and Education at the Colorado Beef Council, has been promoted to Vice President of Operations

Denver (April 18, 2024)- The Colorado Beef Council (CBC) announces the promotion of Julie Moore to Vice President of Operations. She brings with her a wealth of knowledge and experience in the industry, with 27 years of dedicated service to the Colorado Beef Council.



In her position as the Director of Nutrition and Education, Moore has been responsible for facilitating consumer information, education, health professionals, and retail relationships. Aside from her critical roles and responsibilities, she has been instrumental to the organization's success in many ways. Her reliability and leadership has served as a steady source of continuity for the Beef Council through new board appointments, leadership changes

and an ever-evolving industry. Moore will bring these same qualities and experiences into her new role overseeing and optimizing the operations of the organization.

As a Nebraska native, Julie grew up on a diversified farming and ranching operation. This fostered her love and passion for the industry that she has served for so long. Moore received a BS in Food Science and Technology and Human Nutrition and Food Services from the University of Nebraska-Lincoln. Shortly thereafter she attended Colorado State University and received her MS in Meat Science. She then worked for a Burger King beef patty supplier before beginning her career at CBC.

“We are thrilled to welcome Julie into her new role as Vice President of Operations,” said Sue Link, Vice Chair of the Colorado Beef Council, “we are confident that she will hit the ground running in her new position and continue to move the needle forward for the Colorado beef industry as she has for many years.”

CBC is excited to create this new role for Moore. In this position, she will oversee the day-to-day operations, ensure adherence to all policies and procedures, and ensure compliance with the Beef Checkoff Act and Order. Her expertise and tenure will help to elevate CBC’s programs to build demand for Beef. Julie will start her new role on May 1, 2024. For more information on the Colorado Beef Council and its initiatives, please visit cobeef.com.

About the Colorado Beef Council

The Colorado Beef Council (CBC) manages demand and consumer confidence building programs for Colorado’s \$3.4 Billion beef industry. CBC operates under the guidance of its Board of Directors who are appointed by the Governor of the state of Colorado and represent the cattle raiser, cattle feeder, dairy, beef distributor, beef marketer, and beef processor segments of the industry.

Funded by the \$1 per head Beef Checkoff assessment on all cattle sold in the state, CBC retains half of each dollar collected for state level education, nutrition, marketing/promotion, and communication programs and forwards the other half to the Cattlemen’s Beef Board for national level programs. USDA-Ag Marketing Service provides oversight for all CBB and CBC programs, services, and business activities. For more information, visit www.cobeef.com

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