

**FOR IMMEDIATE RELEASE**

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**Eustice one of Five Pioneers elected to National Dairy Hall of Fame**

National Dairy Shrine has the privilege to honor five individuals for their lifetime service with the coveted Pioneer Award. These gentlemen are outstanding representatives of the dairy industry. Their recognition as Pioneers of the National Dairy Shrine only adds to the honor roll of leaders in the National Dairy Hall of Fame.

One of this year's honorees is the well-known Red & White enthusiast, genetics marketer, and international consultant **Ronald Eustice**. Eustice of Burnsville, Minnesota and Tucson, Arizona has dedicated more than 50 years of service to the dairy and beef industries. Ron was born in Waseca, Minnesota and received his schooling at the University of Minnesota and later received a Masters in Business Administration.

Ron started his career out of college with Successful Farming magazine as a marketing specialist. His talent was soon recognized by the breeding industry and he began a 7 year association with Carnation Genetics. First headquartered in Mexico where he directed sales and taught A.I. technique to dairyman in their Spanish language. Ron ultimately became General Manager of Carnation Genetics. In 1977 Ron became the International Marketing Director of American Breeders Service. Later in 1984 Mr. Eustice became the International Marketing Director for Land O' Lakes and was involved with technology transfer and farmer training in countries around the world including a three year assignment in Indonesia.

During his career, Ronald has represented the U.S. dairy industry in more than 80 countries. He has authored or co-authored multiple educational articles in national dairy and beef publications as well as several chapters in food safety text books.

Ron was an early promoter of red and white dairy cattle. He purchased his first red and white dairy cow in 1963 when he was a college freshman working in the University of Minnesota dairy barn. This passion for the breed led him to be

successful in the show ring as well. In 1968, he showed the first prize three year-old and Reserve Grand Champion at the first National Red and White Show at World Dairy Expo. His passion for Red & White Genetics has led him to author the most comprehensive book on the history of Red & Whites in the United States, "They Saw Red". His next book entitled "Polled Pioneers: History of Naturally Hornless Dairy Cattle in North America" will be the definitive text on U.S. polled gene history.

Ron served Minnesota beef and dairy producers for 22 years as Minnesota Beef Council Executive Director and developed the nation's first Dairy/Beef Quality Assurance training program. Ron has worked as a translator and interpreter for numerous international guests during the World Dairy Expo since 2014 and is an international expert on food irradiation & food safety still traveling internationally.

Eustice will receive the 2018 Pioneer Recognition at the annual National Dairy Shrine Awards Banquet on Thursday, October 4<sup>th</sup> in Madison, Wisconsin. For more information about the banquet or about students, producers and dairy industry individuals being recognized by the National Dairy Shrine, please contact National Dairy Shrine at [info@dairyshrine.org](mailto:info@dairyshrine.org)

Information on the National Dairy Shrine membership is also available online at [www.dairyshrine.org](http://www.dairyshrine.org)

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Pictures are available if desired. Please contact [info@dairyshrine.org](mailto:info@dairyshrine.org) to obtain photos of the honorees.