

RONALD EUSTICE



Ron Eustice serves as Executive Director of the Minnesota Beef Council. Since 1990, his contributions to agriculture and food production are many, but there is one about which he is especially passionate. In 1997, a series of ground beef recalls, cases of food borne illness and subsequent lawsuits presented major challenges to the beef industry. The Minnesota Beef Council began a highly coordinated effort to improve the safety of ground beef. The Minnesota Department of Health encouraged the directors of the Minnesota Beef Council to study irradiation and determine if the technology could do for ground beef what pasteurization had done for milk fifty years earlier. It soon became obvious that irradiation was the most effective technology available to protect public health and eliminate the scourge of E. coli 0157:H7. The Minnesota Beef Council conducted dozens of educational conferences and served more than one million samples of irradiated ground beef as consumer interest; under-

standing and public support for this food safety technology grew. Ron has been invited by governments and agencies, including the United Nations, to be the keynote speaker at seminars, university classes and other educational activities about irradiation of meats, and produce in more than 30 states, 3 Canadian provinces, Argentina, Brazil, India, Spain, Peru, Thailand and Uruguay.

A turning point in Ron's life was his selection in 1966 to be an International 4-H Youth Exchange (IFYE) delegate to Uruguay where he lived with families on farms and ranches in various parts of that country. Since then, Eustice has traveled to more than 80 countries on behalf of American agriculture including two years living in Mexico and three years in Indonesia. His career accomplishments include 40 years of domestic and international marketing activities with major corporations, cooperatives and associations including Meredith Corporation, Carnation Company, American Breeder's Service, MN Holstein Assn., Land O' Lakes, and MN Beef Council. Eustice has trained thousands of veterinarians, farmers, ranchers and food industry professionals throughout the world in food safety, quality assurance, genetic programs and artificial insemination. Most recently his educational efforts have concentrated in the area of food safety and technology introduction. Besides English, he is fluent in Spanish, German, and Indonesian, and speaks three other languages.

Ron grew in Steele County on a farm near Waseca. He was involved in 4-H and FFA in high school and in 1962 was a member of the state champion FFA Dairy Judging Team. He continued his judging success in college, and was a member of a national champion intercollegiate dairy judging team (1965) and placed 8th individually at the 1966 national contest. He also judged on the U of M's General Livestock Team. In college, he was a member of Delta Theta Sigma Fraternity and served as chairman of Minnesota Royal. He graduated in 1968 from the University of Minnesota with a degree in Agriculture Journalism and later completed a Masters of International Business Degree from Century University.

Ron received the MN Honorary Future Farmer (FFA) degree in 1999, MN Foundation for Responsible Animal Care Distinguished Service Award in 2000, Honorary American Farmer degree in 2001, MN Dept. of Ag Excellence in Food Safety Award in 2002 and Southern MN Ag Ambassador of the Year Award in 2004.

Ron and his wife of 33 years, Margaret McAndrews, live in Savage. They are the parents of Kevin, who recently completed a Ph.D. degree at UCLA in computer engineering, John, a graduate in Horticulture of University of Minnesota who does plant development and writes professionally, and AnnMarie, who graduated in 2007 from the University of Minnesota with a degree in Interior Design employed by Target Corporation.