MILLER NAMED ASA’S LIFETIME PROMOTER RECIPIENT

Bozeman, MT - Ron Miller has been named the recipient of the American Simmental Association’s (ASA) 2019 Lifetime Promoter Award. The award recognizes individuals and organizations that have made significant contributions to the development of the Simmental/Simbrah breeds. The Lifetime Promoter is one of the highest awards given by the ASA.

For more than five decades, Ron Miller has been an effective voice for the beef industry, including Simmental. Growing up on a farm/ranch at Cambridge, Nebraska, his work with beef cattle began at a very early age. Immediately after high school in the 1960s, he established his own fitting and showing enterprise, exhibiting his own cattle along with those of his clients.

Later, he branched out into other aspects of the industry, including cattle hauling and consulting. He terminated his trucking career almost 25 years ago, but not before he transported cattle into every state in the continental US and most Canadian provinces. He has consulted on hundreds of sales across many breeds and offered his assistance and expertise to ensure smooth running of countless local, state and national livestock expositions, including the renowned National Western in Denver and the American Royal in Kansas City.

Partial to Simmental, he has maintained a small herd of select females over the years and holds ASA membership number 3237, issued in the early years of the Association’s existence. Miller has made countless close friends during his lifetime. “It’s the people. The people are the primary reason I still stay involved, people I have met clear across the beef industry,” he said. “A friendly cup of coffee, conversation over breakfast or lunch—you can’t believe how much they have meant to me over the years.”

Miller recalls working with and for a number of producers who led the way for the breed in America. “I worked Jack Winninger’s first sale in Cody, Wyoming, I was involved with Tom Risinger and Rio Vista in Texas, had a 24-year relationship with Hudson Pines in New York, and worked Gateway Simmental’s first sale in Montana,” he added.

Founded in 1968, the American Simmental Association is headquartered in Bozeman, MT. ASA is committed to leveraging technology, education and collaboration to accelerate genetic profitability for the beef industry. In keeping with its commitment, ASA, along with its partners, formed International Genetic Solutions - the world's largest genetic evaluation of beef cattle.