

Steve Hanson, a cow-calf/feeding operator from Elsie was elected to the national Beef Promotion Operating Committee.



THE BPOC is a 20-member producer panel that helps select and fund national beef demand-building programs with monies collected through the beef checkoff, a market development program funded by U.S. beef producers and importers.

Hanson was elected to the one-year term during the 2012 National Cattle Industry winter Convention and NCBA Trade Show, held Feb. 1-4 at Nashville, Tenn.

He is one of 10 cattlemen and cattlemen representing the Federation of State Beef Councils on the BPOC. The federation is a division of the National Cattlemen's Beef Association, with offices here and at Washington, D.C.

For many years, Hanson has been active in various roles impacting agriculture in southwest Nebraska.

He has operated a cow-calf, feedlot and farming business near Elsie since returning home from the University of Nebraska in 1973.

Hanson is a former board member of Tri-State Generation and Transmission, Midwest Electric Cooperative, Upper Republican Natural Resource District and the Wheatland School District.

Currently, he is a member of the Nebraska Cattlemen, Farm Bureau and NCBA, and is current chairman of the Nebraska Beef Council and Nebraska State Ethanol Board.