



**RANCHER'S SUSTAINABLE  
ANGUS ALLIANCE**

## **FOR IMMEDIATE RELEASE**

**Date 3-10-2025**

### **Rancher's Sustainable Angus Alliance (RSAA) Develops Innovative Beef Supply Chain**

SHERIDAN, WYOMING – The Rancher's Sustainable Angus Alliance (RSAA) is currently seeking beef retail partners who prioritize exceptional Angus beef quality, superior animal care, and responsible environmental stewardship in their product offering. Founded four years ago by nine forward-thinking seedstock ranchers, RSAA was established with the vision of elevating their brands with a history into steaks with a story.

“Our goal is to provide consumers with an exceptional beef eating experience that includes the story of the ranchers responsibly raising the steaks,” said C.J. Blew, Chairman of the RSAA Board of Directors. Through exclusive marketing agreements, RSAA is creating a seamless beef supply chain that connects ranchers to retailers.

“RSAA is dedicated to building enduring partnerships that deliver premium Angus beef with a sustainability story.” said Donnell Brown of R.A. Brown Ranch, Throckmorton, Texas adding, “This approach can help retailers meet their sustainability goals while generating pull-through demand and expanding market opportunities for ranching families that use our superior genetics,” Cattle in the program will require Beef Quality Assurance (BQA) certification and will be scored for sustainability with genetic and management metrics.

Backed by a robust network of cow/calf producers, backgrounders, and feeding partners, RSAA is positioned to lead the market in providing Angus beef celebrated for its bred-in quality, efficiency, and sustainability. For many ranchers, RSAA serves as a platform to highlight their ongoing efforts in animal care, land stewardship, and natural resource management.

RSAA is actively seeking partners, particularly in the retail sector, to broaden its impact and reach. For more information about how your business can become a partner in this innovative beef supply chain, please contact C.J. Blew, Chairman, at 620-727-2494 or Blake Angell at 758-410-3750 or email us at [info@SustainableAngus.org](mailto:info@SustainableAngus.org). Visit us at [www.SustainableAngus.org](http://www.SustainableAngus.org).

#### **About Rancher's Sustainable Angus Alliance (RSAA)**

RSAA is an alliance of seedstock producers whose bull customers produce more than 120,000 head of feeder cattle annually. As the program grows, new seedstock suppliers will be added that produce black and red sustainable Angus.

#### **The RSAA Mission**

“To develop a proprietary, genetic driven supply chain and management system designed to satisfy demand for high-quality Angus beef with documented and marketable sustainability benefits.”

#### **RSAA Founding Members:**

Beckton Stock Farm, Sheridan, WY  
Blew Partnership, Castleton, KS



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R.A. Brown Ranch, Throckmorton, TX  
Leachman Cattle, Ft. Collins, CO  
Lundgren Angus Ranch, Gove, KS  
Mushrush Ranches, Strong City, KS  
Schuler Red Angus, Bridgeport, NE  
Wedel Beef Genetics, Leoti, KS  
5L Red Angus, Sheridan, MT