



Dr. Bobby VanStavern is an icon in the Ohio and United States beef industry. His vision and appreciation for the factors that affect beef palatability led to the eight, science-based specifications for the "Certified Angus Beef" (registered trademark) (CAB brand, the nation's first specification-based, branded beef program). VanStavern's specifications for CAB brands became the benchmark for premium beef, and for 30 years, have led it to be the world's first and largest fresh beef brand, selling more than 500 million pounds worldwide.

A native of Union, West Virginia, he graduated from Union High School and went on to earn a B.S. from West Virginia University and an M.S. and Ph.D. from The Ohio State University in Animal Science.

After a two year stint in the US Air Force, VanStavern began his career at the Ohio Research & Development Center. He was a catalyst in the consumer-driven marketplace, where producers came to realize they are in the beef business, and packers could separate products into specific markets.

VanStavern has served the industry at nearly every level: American Society of Animal Science, American Meat Association and the Ohio Extension Professors Association, just to name a few. These organizations have honored him with numerous awards from the beef, pork, sheep and breed organizations.

VanStavern and his wife Sue live in Columbus and have two adult children Jan and Tom.

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