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JERRY NORMAN NAMED 2018 OUTSTANDING RANCHER

Rancher recognized for herd management, Fair support and commitment to the cattle industry

SANTA ROSA, CA – June 12, 2018– The Sonoma County Fair Board and members of the local ranching industry are honored to have selected Jerry Norman as the 2018 Outstanding North Bay Rancher and the recipient of the J.W. Jamison Perpetual Trophy.

Jerry has always had a love for cattle and working outdoors. Growing up in Humboldt County, he helped his step father run auction yards in Fortuna and Ukiah. Needless to say the cattle business became second nature to him. A few years after graduating high school, he moved to Sonoma County. Running one of largest herds of commercial cattle in Sonoma County, Jerry focuses on raising cattle that are productive in his herd, while at the same time desirable for today's market. He believes it's important to be able to change with beef industry standards as well as all aspects in agriculture.

Jerry feels it is important to use his land efficiently and has recently started housing his cattle further north in the winter time, giving his pastures in Sonoma County plenty of rest and therefore maximizing his feed availability and efficiency year round. He has tried diverse ways to market his cattle including, selling cattle by video, however, his preference is to sell direct to a buyer.

Jerry takes great pride in the high quality cattle he raises. "There is nothing better than raising cattle that people want to buy." His ultimate goal is to have the opportunity to manage his herd in a manner that would allow him to not only save replacement heifers, but bred heifers as well to sell within the industry as breeding stock. "If someone wants to buy your genetics, I take that as the ultimate compliment. My goal is to be respected for the quality of the cattle I raise."

Jerry has always made a living in the cattle business and doesn't see that ever changing. He will continue to take time if needed to drive truck or haul cattle, but his main focus will continue to be



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on his commercial herd. When the sale season is busy, he still helps his family in Humboldt County at the family owned auction yard. Jerry also supports the Sonoma County Fair serving on the beef advisory committee and is a long time member and Past President of the Cattlemen's Association.

The Sonoma County Fair is proud to present the Outstanding North Bay Rancher award to Jerry Norman. The Fair celebrated the honor during its annual Awards Ceremony on Tuesday, May 22 at the Fairgrounds and received the J.W. Jamison Perpetual Trophy. He will also be recognized on Farmer's Day at the Fair, Sunday, August 5 in Chris Beck Arena.

Join in a "Salute to Heroes" at this summer's Sonoma County Fair from August 2 to August 12! In addition to tributes to the many heroes of Sonoma County, visitors to the Fair will find all the makings for a fun-filled family outing. A floral tribute to the beauty of Sonoma County, free entertainment and tasty fair foods are just the beginning. From the exhibit buildings filled with your neighbors' works of art to the livestock in the barns; from the cheering horse race fans to the screams of excitement in the carnival, the Fair has something for everyone. For details, visit SonomaCountyFair.com or call (707) 545-4200. Like us on Facebook, and follow us on Instagram and Twitter to keep up with the fun. See you at the Fair!

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