

Goggins to Receive Saddle and Sirloin Honor

Lifelong livestock marketer and Angus breeder recipient of 2011 Portrait Award.

by **Eric Grant**

Lifelong livestock marketer and Angus breeder Patrick “Pat” Goggins has been named recipient of the 2011 Saddle and Sirloin Portrait Award. The award is among the livestock industry’s highest honors, bestowed on an individual person who has had a profound and lasting impact on American agriculture.

Since its inception in 1903, the Saddle and Sirloin Portrait Gallery is unequalled as a collection of oil paintings honoring outstanding leaders in the livestock world during the past three centuries. It is the gallery’s tradition to honor one recipient each year in November during the North American International Livestock Exposition (NAILE).

Goggins, who resides in Billings, Mont., has played a critical role each year, not only as an innovative rancher and livestock marketer,

but also as a strong and steady voice in advancing and protecting the interests of rural Americans.



“During the last 50 years, Goggins built his livestock auction business into one of the largest and most successful in the country,” says Terry Cotton, general manager of Angus Productions Inc. (API) and chairman of the nominating committee. “Pat also created the

industry’s first-ever video feeder-cattle sale, and pioneered the use of video sales in the marketing and promotion of seedstock — a venue through which millions of cattle are now bought and sold each year. Thousands of ranchers benefit each day from these improved transaction efficiencies.”

Goggins’ Vermilion Ranch produces and sells more than 1,000 purebred bulls per year, while the commercial Diamond Ring ranch

sells in excess of 50,000 mainly Angus-sired feeders.

Goggins’ publication — *Western Ag Reporter* — is one of the most widely read newspapers in agriculture, and his columns not only influence the management of individual producers, but also the decisions of policymakers in Washington, D.C.

“Goggins is also a committed stockman, having built his registered Angus herd into one of the nation’s largest and most successful,” Cotton says. “His ranch is a model of environmental and sustainable stewardship. And, the genetics he’s developed can be found in herds across America.”

This year’s portrait presentation will be Sunday, Nov. 13, at the Kentucky State Fair and Exposition Center in Louisville, Ky. To contribute to the Goggins portrait, contact Cotton at 816-383-5200.

