

# Joe Roybal SDSU Friend of the Beef Industry



BROOKINGS, S.D. - Joe Roybal, Woodbury, Minn., was recognized as the 2015 South Dakota State University Friend of the Beef Industry during the SDSU Beef Bowl football game in Brookings, Sept. 25. The annual award was presented by David Chicoine, President of SDSU,

Barry Dunn, South Dakota Corn Utilization Council Endowed Dean of the SDSU College of Agriculture & Biological Sciences and Extension Director and Joseph Cassady, Head of the SDSU Animal Science Department. A SDSU Journalism graduate, Roybal is widely recognized as a beef industry leader.

The Rapid City native most recently contributed his time and talents during a 30-year career with BEEF magazine, a national trade journal for U.S. beef producers. After rising to the position of the second editor in BEEF magazine's history, Roybal held the top editorial position for 22 years. During

that time, he helped grow and expand the magazine's reach and audience in both print and electronic markets and presided over the magazine's 50th anniversary in September 2014.

When he began with BEEF magazine in 1985, it was purely a print effort. When Roybal left the publication in May 2015, BEEF staff was producing 12 monthly issues of the print magazine for its 100,000 beef industry readers, 300 electronic newsletters per year, and a website, beefmagazine.com, logging 7 million page views annually. Among the digital launches during his tenure were BEEF Cow-Calf Weekly, a news and commentary publication aimed at the cow-calf sector; BEEF Daily, a daily newsletter and blog; BEEF Stocker for the backgrounding/stocker segment of the beef industry; and BEEF Market Weekly. Roybal also helped oversee the launch of the quarterly BEEF Vet magazine in 2012 to provide information for bovine practitioners.

"Joe is an industry leader when it comes to agricultural advocacy. He has helped the beef industry by delivering clear, research-based

information about beef that is heard by groups both in and outside of agriculture, policy makers and the consuming public," says Barry Dunn, South Dakota Corn Utilization Council Endowed Dean of the SDSU College of Agriculture and Biological Sciences and SDSU Extension Director. "Not only was Joe the editor of the most influential print publication for the beef industry, but he also did a fabulous job of making the move to the electronic age without diminishing the quality and scope of a widely respected print publication and the information being provided."

A feature writer for the SDSU Collegian while in college, Roybal's professional work experience has included sports writing for the Rapid City Journal, serving as city staff editor for the Brookings Register, writer with SDSU's Office of University Marketing and Communications, managing editor of Dairy Herd

Management, contributor to Feedlot Management. He's currently working with the Jorgensen family of Ideal, S.D., in producing a biography of Martin Jorgensen, Jr., the patriarch of Jorgensen Land and Cattle.

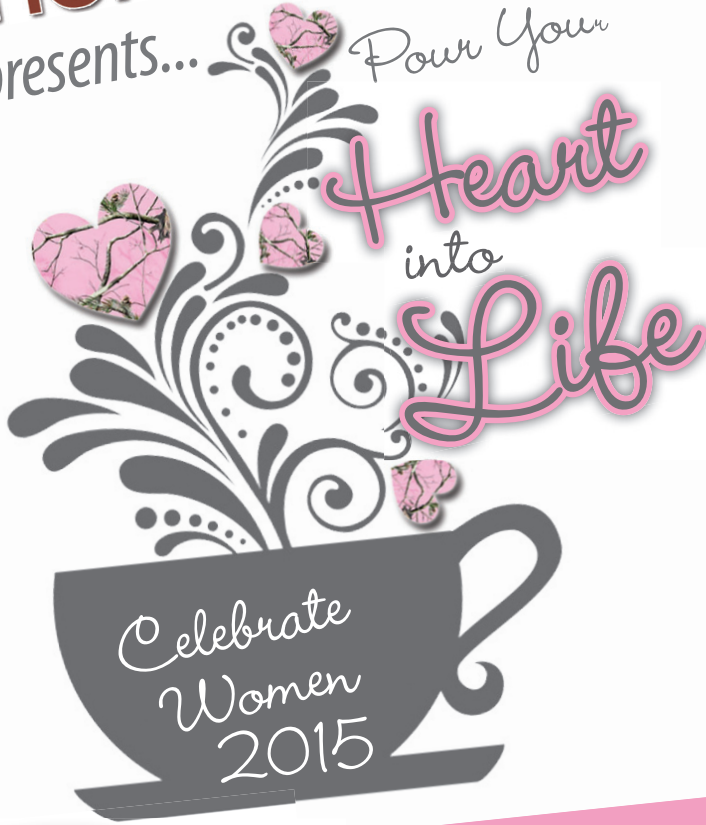
"We are incredibly proud that Joe is an alumnus of SDSU and are so pleased to be able to recognize him as our 2015 SDSU Friend of the Beef Industry at the 2015 SDSU Beef Bowl," Dunn says.

Roybal was recognized by the SDSU Journalism Department in 2007 as a distinguished alumnus. His wife, Peggy (Young) Roybal is a native of Kimball, S.D.

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'03 Hesston 1365 Disc Mower Conditioner, 2pt., 15'.....	\$12,500
'02 CIH RBX561 Lg. Rd. Baler.....	\$10,500
'02 CIH LBX431 Big Sq. Baler, 27,470 Bales, Rebuilt.....	\$49,500
'00 Kuhn GA7301 Rotary Rake.....	\$12,500
'00 CIH RS561 Lg. Rd. Baler.....	\$7,950
'99 Hesston 514 Lg. Rd. Baler.....	\$6,950
'99 CIH 8575 Lg. Sq. Baler, 19,100 Bales, Preservative.....	\$37,500
'96 NH 664 Rd. Baler, Bale Command, Twine, 21,861 Bales.....	\$4,950
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'99 Kinze 3500 8R w/Interplant.....	\$35,000
'99 CIH 955 16R30 w/ LF, Friesen tool bar.....	\$35,000
'96 White 6100, 12R30, w/Sunco Planter.....	\$12,500
'95 White 6100 8R36, w/ 7 Row Splitter.....	\$11,500
White 6100 12R30 Planter.....	\$12,500
'89 JD 7200 12R30 Hydraulic Wing Fold, Yetter Row Cleaners.....	\$12,500
'88 White 5100 12R30 Vertical Fold.....	\$7,500
'82 White 4R38" Furrow Openers.....	\$4,500

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'09 Landoll 6230 30' Disc w/Harrow.....	\$42,500
'09 Krause 8200 34' Disc w/Harrow.....	\$42,500
'07 Krause 8200-28W Disc w/Harrow.....	JUST IN
'04 JD 726 33' x 9" Soil Finisher.....	\$34,000
'03 Sunflower 1434 Disc 26' Harrow, All New Blades.....	\$41,500
'00 CIH 3900 26' x 10" Disc w/Harrow.....	\$22,500
'98 Krause 4231 HR 31' FieldCult.....	\$12,500
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