



*For Immediate Release*

## Coast Packing CEO Eric R. Gustafson Named Secretary of North American Meat Institute

***Gustafson Also Re-elected to Three-Year Term on NAMI Board and  
One-Year Term on Executive Committee***



VERNON, Calif. (Dec. 12, 2019) – Eric R. Gustafson, CEO of [Coast Packing Company](#), the West’s largest supplier of animal fat shortenings, has been elected Secretary of NAMI, the North American Meat Institute, the company announced today.

Gustafson was also reelected to a three-year term on the NAMI Board of Directors and a one-year term on the Executive Board, and is co-founder of NAMI’s Family Business Task Force. In addition, he serves on the Board of Directors and Nominating Committee for the Institute of Shortenings and Edible Oils (ISEO).

NAMI, a national trade association, represents companies that process 95 percent of red meat and 70 percent of turkey products in the U.S. and their suppliers throughout America. Headquartered in metropolitan Washington, D.C., NAMI is governed by elected leaders who direct a professional staff. NAMI elected leaders include five officers, the President and Chief Executive Officer, a Board of Directors and Executive Board. Representatives on both

of these bodies include leaders in the supplier and packer/processor segments of the industry.

“I’m honored and delighted to serve as NAMI Secretary, helping to further the organization’s work in areas ranging from legislation and regulation to increasing industry advocacy,” Gustafson said. “For members throughout the meat and poultry industry, NAMI is an indispensable source of actionable information.”

“Your engagement is critical to the success of the association and the industry,” said Julie Anna Potts, President and CEO of NAMI, on the occasion of Gustafson’s election.

Gustafson is the fourth generation in his family to own and operate Coast Packing. He is responsible for the company’s strategic direction and vision, and manages overall operations. Prior to being named CEO, he served as Vice President of Operations and has held various sales and marketing posts since December 2002. He has been a member of Coast’s Board of Directors since 2009.

In 2002, Gustafson earned a Bachelor of Arts degree in social sciences with a minor in business from the University of Southern California. He is a member of the USC Cardinal and Gold Committee, the National Hot Rod Association (NHRA), National Muscle Car Association (NMCA), and PDRA (Professional Drag Racing Association). Gustafson is a competitive drag racer and holds multiple class championships and records in various sanctioning organizations.

Coast Packing is also involved in the North American Meat Institute through the Ron Gustafson Scholarship, established by the NAMI Scholarship Foundation in honor of Coast President and Chairman Ron Gustafson. The Ron Gustafson Scholarship consists of a \$5,000 award honoring Gustafson, the founding president of the Scholarship Foundation and a meat industry leader. Annually, the NAMI Scholarship Foundation awards scholarships to eligible sophomores, juniors and seniors attending accredited four-year colleges or universities who are enrolled in an approved animal, meat or food science degree or culinary arts program.

### **About Coast Packing Company**

Now marking its 98<sup>th</sup> year in business, Coast Packing Company ([www.coastpacking.com](http://www.coastpacking.com)), a closely held corporation, is the number one supplier of animal fat shortenings – particularly lard and beef tallow -- in the Western United States. The company sells to major manufacturers, distributors, retailers, smaller food service operations and leading bakeries. The company participates actively in diverse ethnic markets – from Hispanic retail chains, with its VIVA brand, to various Asian specialty markets. Based in Vernon, Calif., Coast Packing Company is regional, national and, increasingly, global. In some cases, supplier relationships are multigenerational, extending back 50 years and more. Coast is a founding member of the Healthy Fats Coalition (<http://www.healthyfatscoalition.org/>).

*For more information about Coast Packing Company, visit: [www.coastpacking.com](http://www.coastpacking.com). Follow us via social media on Facebook at [www.facebook.com/coastpackingco](http://www.facebook.com/coastpackingco), Twitter [@coastpackingco](https://twitter.com/coastpackingco) and Pinterest [www.pinterest.com/coastpackingco](http://www.pinterest.com/coastpackingco).*

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