

## 2021-2025 Beef Industry Long-Range Plan Task Force



**Front Row:** John Butler, Bill Rishel, Kim Brackett (chair), Mary Kraft, Jon Lowe, Donnell Brown.

**Back Row:** Kevin Ochsner Dr. Keith Belk, Tim Brady, Andy Bishop, Suzanne Strassburger, Ken Griner, Dean Meyer, Paul Defoor, Jerry Wulf, Joe Goggins (not pictured).

### Kim Brackett



Kim Brackett, and her husband Ira, own and operate Brackett Ranches, a cow-calf and stocker operation with the primary goal of producing superior quality calves, which are marketed as high-end feeder cattle or retained and finished in custom feedlots. Although based in Idaho, the main ranch straddles the border between Idaho and Oregon and consists of a large portion of federal lands. Understanding that consumers want reassurance regarding animal care and environmental stewardship, Brackett Ranches retains BQA certification is Source & Age Verified and operates as an approved NHTC Program.

Brackett has a broad spectrum of leadership experience on a national, state and local level. Her experience includes: strategic planning, financial management, evaluation process, legislative work, employee development, crisis management and entrepreneurship. Brackett is a past chairman of the Cattlemen's Beef

Board, as well as the Idaho Beef Council. She currently serves on the US Agriculture Statistics Advisory Committee, the National Beef Quality Assurance Advisory Board and the Idaho Cattle Association Board of Directors. In 2018, Brackett was awarded an Eisenhower Fellowship which provided her the opportunity to study abroad and research the role of regenerative agriculture in the cattle industry.

Kim and Ira's four children are the sixth generation to grow up on the family cattle ranch. Kim spends her days chasing kids, cows, horses or dogs and she wouldn't have it any other way.

## **Keith Belk**



Keith Belk recently accepted the role as Head, Department of Animal Science. Previously, he served as a Professor and Holder of the Ken & Myra Monfort Endowed Chair in Meat Science with the Center for Meat Safety & Quality, Department of Animal Sciences, Colorado State University. He also served as Director of the Center for Meat Safety & Quality at CSU, and as an Adjunct Professor in the Colorado School of Public Health. He earned B.S. and M.S. degrees from CSU, and a Ph.D. from Texas A&M University. He has been employed in the private sector as a buyer by Safeway, Inc., and by the USDA Agricultural Marketing Service in Washington, DC, as an International Marketing Specialist. At Colorado State University since 1995, he has authored or co-authored 240 refereed scientific journal articles, provided over 530 invited presentations, generated >\$22M in extramural research funding, and was the primary inventor on two patents. He served as the state Meat Extension Specialist between 1995 and 2000, on the Editorial Board for the Journal of Animal Science in 1997-2000, on the Board of Directors for the American Meat Science Association (AMSA) between 2003-2005, and as President of AMSA in 2009-2010.

## **Tim Brady**



Tim Brady is the Director of Risk Management at Agri Beef, overseeing the company's commodity hedging and trading operation. Prior to joining Agri Beef, Tim worked in the investment management industry as an equity and fixed income manager, where he was responsible for the research and implementation of investment strategies for individual and institutional clients. He graduated from Boise State University with a degree in Finance and earned the right to use the Chartered Financial Analyst (CFA®) designation in 2014.

## Donnell Brown



(Pronounced like Donald without a “d” on the end)

Donnell Brown and his wife Kelli are the fifth generation to own and manage the R.A. Brown Ranch in Throckmorton, TX, a family business since 1895. They raise registered Red Angus, Angus and SimAngus cattle and sell 800 bulls as well as registered & commercial females in their annual auctions every March & October.

Their mission statement says, “We are continually striving to improve the efficiency of converting God’s forage into safe, nutritious and great tasting beef, to better feed his people.” The R.A. Brown Ranch has been honored with many awards including the Cattle Business of the Century Award from the National Cattlemen’s Beef Association. They use sound science and technology to best produce superior genetics that fit the needs of commercial cattlemen. The strength of their program is shown by the decades of loyal repeat customers, as well as having more than 20 bulls in major AI studs marketing semen around the world.

Donnell has served in a Strategic Planning capacity for four different breed associations as well as the National Cattlemen’s Beef Association. In 2017 he served as President of the Beef Improvement Federation. Donnell and his wife Kelli both served as National FFA Presidents. Kelli also served as President of the Red Angus Association of America. They are blessed with 2 sons: Tucker and Lanham that have joined them back in their family ranching business. Together they are living their dream of raising cows, kids and Quarter Horses.

## John Butler



Chief Executive Officer

Beef Marketing Group

The Beef Marketing Group (BMG) is a producer cooperative consisting of 17 cattle Feeding and growing operations located in states of Kansas and Nebraska. The cooperative formed in 1987 harvests 600,000 cattle annually and with Butlers guidance, has been focusing on consistently producing value added beef and beef

products that meet customer demands. The group has developed a number of initiatives that have provided end –users with a constant supply of high-quality specified beef products.

BMG has implemented across all of its operations the Progressive Beef program, a verified system of best management practices which include components of Food Safety, Animal Care and Sustainability.

Butler is a second-generation cattle producer and has spent his career building and implementing beef supply chain programs with the end in mind from the beginning. John has served in a number of industry leadership roles including Chairman of the Beef Industry Long Range Plan, Chair of the United States Round Table for Sustainable Beef, and an Executive Committee member of the US Meat Export Federation. John also serves as a Non –Resident Fellow for the Noble Research Institute. John and his wife Sandy have two children and live in Manhattan Kansas.

## **Paul Defoor**



Dr. Defoor is a Board Member and Co-Chief Executive Officer at Cactus Feeders, Inc., where he is the executive lead for the Company’s Beef Division, and oversees Feeder Cattle Procurement, Feedyard Operations, Fed Cattle Sales, Business Analysis, and Cactus Research; an industry leader in beef production-science, and applied research. He serves on the Company’s Board of Directors where he sits on the Audit and Nomination committees.

Dr. Defoor has been with the Company 13 years and previously served as Chief Operating Officer, Director of Strategy and Business Development, and Director of Business Analysis. Dr. Defoor is active in the beef industry currently serving as Vice Chairman of the Texas Cattle Feeders Association, and on the Beef Industry Food Safety Council Executive Committee. He has previously served on the National Cattlemen’s Beef Association’s Beef Foresight Advisory Group, the Texas Cattle Feeders Association Research Committee, and is a past president of the Plain’s Nutrition Council. Dr. Defoor graduated Summa Cum Laude from Texas Tech with a B.S. in animal science, followed by a Ph.D. in Ruminant Nutrition from Texas Tech, and an MBA from West Texas A&M.

He has 19 published manuscripts in peer reviewed journals, including the Journal of Animal Science where he has served on the Editorial Board. Dr. Defoor is a recipient of the Vance Publishing “40 Under 40 in Agriculture” award and has received the Texas Tech University Animal and Food Science Hall of Fame Horizon Award. Prior to Cactus Feeders, he worked as a Technical Services Manager in the animal pharmaceutical industry, as a Feedyard Nutrition Consultant, and served on the faculty of New Mexico State University.

## Joe Goggins



Joe Goggins is the Chief Executive Officer of Vermilion Ranch Corporation in Billings, Montana. In this role Joe oversees Public Auction Yards, Billings Livestock Commission, Western Livestock Auction, Northern Livestock Video Auction, Vermilion Ranch Registered Angus Herd, Diamond Ring Ranch, as well as all other diversified business ventures that are a part of Vermilion Ranch Corporation.

Prior to becoming the CEO of Vermilion Ranch Corp., Joe worked under his father, the late Pat Goggins, as his right-hand man. Joe spent his childhood growing up on the Vermilion Ranch and developing his hard work ethic that he carries with him today. Joe went to Shepherd School system and then went onto Montana State University where he graduated with a degree in Animal Science.

After college Joe pursued his auctioneering dream and has gone on to become one of the top purebred and commercial livestock auctioneers in the world. Joe and his wife, Linda, currently operate J&L Livestock which is a commercial cattle operation that focuses on breeding and raising black Angus females and selling them each year in the Montana Angus Female Bonanza. Joe and his wife Linda currently live in Shepherd, Montana and enjoy every minute of being grandparents.

## Ken Griner



A Florida native, Ken Griner is President of Usher Land & Timber, Inc., a family owned logging, farming and cattle company in Chiefland, Levy County, Florida. He is a graduate of Davidson College in North Carolina. He has served on the Forestry Advisory Committee of Florida Farm Bureau and is a Past President of the Florida Cattlemen's Association. In 2016, Ken was recognized as the Outstanding Rancher and Leader by the Florida Cattlemen's Association and Farm Credit of Florida. Ken is a charter member of Suwannee Valley Rotary Club in Chiefland and has served on the Board of Directors of the Florida Sheriff's Boys Ranch and the Nomination Committee for Farm Credit of North Florida. In March of 2018, Ken and his wife, Lynetta, were honored by the Alachua Lions Club at its 79th Annual Cattlemen's Dinner for our contributions to the Florida Cattle Industry. Lynetta, and son, Korey, are also involved in the family business. Ken and Lynetta live in Fanning Springs, on the banks of the Suwannee River.

## Mary Kraft



Mary Kraft and husband, Chris, own and operate two dairies in Northeast Colorado. The original dairy started in 1988, Badger Creek Farm, still milks cows and sells its product, while it also serves as an intensive care unit for hospital, maternity and special needs cows. Badger Creek Farm milks 1100 head 3 times a day, and was recognized by the Colorado Cattle Feeders with their prestigious Environmental Stewardship Award. Quail Ridge Dairy milks 4500 head 3 times each day, plus manages the dry cows and the entire herd of young stock for the dairy's future. Between the two facilities, they deliver 20-30 babies daily, ship 8 semi's load of milk and employ 84 full time employees.

Both dairies market their milk through Dairy Farmers of America, which markets more than 22 percent of the nation's milk to processors like Leprino and Kraft Foods. The dairy has been honored several times for its focus on flow- cows, people, supply and products- with an eye toward each being the most important at all times.

Mary earned her BA from Colorado State University in Technical Journalism, specializing in animal reproduction, and a Masters of Business Administration from the New York Institute of Technology. Mary is the Chief Financial Officer, and currently manages the human, computer and financial resources for the dairies and is fluent in Spanish.

Mary was the first woman ever to serve in a leadership role for Colorado Livestock Association (CLA), formerly Colorado Cattle Feeders, then led as President for the last 2 years. She serves on the Dairy Max dairy promotion board and as their Sustainability Spokesperson. She lent her voice to the National Beef Quality Audit through her leadership role in National Cattlemen's Beef Association (NCBA). She has been a member of the Colorado Forum, a political think-tank. She is an active communicator for Common Ground, a grassroots group dedicated to helping people get to know and understand agriculture practices and the people who take care of the animals. She is a spokesperson for the US Farmers and Ranchers Alliance (USFRA), speaking on our sustainability commitment for the next 30 harvests and beyond.

Mary is a class VII graduate of the Colorado Agricultural Leadership Program and was named a National Spokesperson for Agriculture by the National Young Farmers Education Association. Mary writes for various dairy magazines, including Dairy Herd Management's Tools for Profit. She rides and shows two Warmblood dressage horses in Local, National and International Competition.

## Jon Lowe



Senior Vice President, Cattle & Equine Business

## U.S. Operations

Jon Lowe received a Marketing diploma from the Chartered Institute of Marketing and a BSc Hons in Physics from Exeter University in the UK. Jon joined Pfizer Animal Health in 2009 after nearly 20 years in key roles within Exxon Chemical and Schering Plough. Through this time, Jon developed a broad experience of leading commercial operations and facilitating colleague development, as well as gaining a keen appreciation for the needs of customers. In joining Pfizer, Jon switched to strategic marketing. He served as Group Marketing Director within the Canada and Latin American Region where he built the regional marketing team following the integration with Fort Dodge. In 2012, Jon took on the role of Sr. Director and Global Head of the Genetics business where he led the integration of Genetics into the portfolios of key markets across Zoetis. He became Sr. Vice President, U.S. Cattle and Equine Business effective June 1, 2015. In this role, he leads the Sales, Technical and Marketing teams that work with Zoetis' cattle and equine customers and products in the U.S.

## Dean Meyer



Dean Meyer has been farming for 36 years near Rock Rapids in Lyon County where he raises corn, soybeans and alfalfa, owns cattle finishing operation as well as a swine finishing operation. He utilizes various conservation practices on his farm including terracing, contour farming, split nitrogen application and cover crops. Dean has developed and managed manure nutrient plans for his swine and cattle operations.

Dean currently serves as an Iowa Corn Growers Association Director representing District 1 and serves on the Animal Ag & Environment Committee.

Dean served as chair of the Lyon County Pork Producers, president of the Farmers Elevator Co-Op Board and the Lyon County Extension Council and as chair of the Iowa Corn Animal Ag and Environment Committee. He currently serves on the executive committee of the U.S. Meat Export Federation. He is also a member of the Iowa Corn Growers Association, Iowa Cattlemen, Iowa Pork Producers, Iowa Soybean Association and South Dakota Corn Growers.

Dean and his wife, Linda, have five children. Their sons, Alvie and his wife Alice, and Jacob and his wife Hannah are involved full-time on the family farm. His youngest son Blake is also involved in the operation.

## Bill Rishel



Bill has been married to wife Barbara for 53 years and they have three daughters, Jill, Joy and Judy. Bill received his undergraduate degree in Animal Science and his Masters in Animal Breeding from Penn State University. Bill and Barb owned and operated Rishel Angus for 42 years at North Platte, Nebraska and Bill now serves as an advisor to TD Angus at Rishel Ranch as the enterprise has been transitioned to Trey and Dayna Wasserburger. Rishel Angus genetics have had a major influence in the beef industry throughout the United States and several foreign countries, particularly Australia.

The program's genetics have been at the forefront of the "Quality Revolution" due to the emphasis on carcass merit and consumer satisfaction. Bill's prior industry participation includes service on the following Boards of Directors: American Angus Association, Certified Angus Beef (Chairman 1995-1996), Nebraska Cattlemen Research and Education Foundation (President 2000-2001), Cattlemen's Beef Board (Chairman Product Enhancement two years), Nebraska Cattlemen (President 2010), and National Cattlemen's Beef Association. Current industry involvement includes serving on the NCBA Research Council, NCBA Beef Carcass Grading Sub-Committee, US Meat Animal Research Center (MARC) Beef Focus Group, GeneSeek Industry Advisory Council, and Ag Builders of Nebraska.

## Suzanne Strassburger



Suzanne is the fifth generation of the Strassburger family in the meat business. She is President of Strassburger Steaks, LLC, ([www.strassburgersteaks.com](http://www.strassburgersteaks.com)) CEO Suzy Sirloin, Inc. ([www.suzysirloin.com](http://www.suzysirloin.com)) that's currently available in retail stores. The Founder of The Sirloin Report, ([www.thesirloinreport.com](http://www.thesirloinreport.com)), a daily online report about beef. She also gives meat lectures and has traveled as far as Hong Kong to promote American beef. She has been approached 10 times to star in her own reality television show but has always declined the offers.

A graduate of the Catholic University of America, as a way to really educate herself she just finished Harvard Business School Executive Program Owner/President Management (OPM53).

Suzanne attained a Masters of Beef Advocacy (MBA) from the National Cattleman's Beef Association. Suzanne was in the first NCBA Top of the Class program for MBA grads wishing to make a more explosive impact on behalf of the beef community.

On the personal side, Suzanne also oversees SISTERSALUTE ([www.sistersalute.com](http://www.sistersalute.com)), a web site and charitable organization (founded by her sister Andrea and her) devoted to raising money and awareness for the men and

women of the Armed Forces fighting each day for our freedom. These include: "Soldiers, Sailors, Marines, Coast Guard, and Airman's Club.

Suzanne is on several Boards.

North American Meat Institute Board of Directors & Executive Board.

American Agriculture Alliance, membership committee.

The Editorial board at THE NATIONAL PROVISIONER MAGAZINE.

Table To Table Board of Trustees

Ace for the Homeless.

Suzanne's passion and life's work has centered on lifting up American agriculture by promoting farmers and ranchers in all she does.

I am here to make a difference.

## **Jerry Wulf**



Title: Partner/Advisor

Company: Wulf Cattle

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Phone: 320/491-1390 (Mobil)

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NCBA: Long Range Planning Committee

Time/Date: September 23, 2019

Introduction Biography: Wulf Cattle is one of the largest genetics to rail beef operations in the U.S. Currently running 2000 registered Limousin, Lim-Flex, and Angus females, supplying both the Beef and Dairy industries with value added genetics. Jerry helps oversee the day to day genetics, production, and marketing, consisting of 600 bulls, semen, and 100,000 head of fed cattle annually. Founded by his father the late Leonard Wulf in 1955, it started as a small cattle feeding farm in western Minnesota. In the early 70's Wulf's were entrepreneurs in introducing the Limousin breed to the US Beef industry. Jerry has had an integrate part in building Wulf Cattle into what it is today. Geographically they operate in 3 Midwestern states, MN, SD, and NE, and have strategically aligned themselves with ranchers, dairymen, and beef processors which makes up the holistic system. Today they are an internationally recognized Seedstock company, and are one of the largest suppliers of Value added (Natural and NHTC) fed cattle in the US. More recently, Wulf Cattle has been pioneers in developing a cross-breeding system that utilizes and promotes using the right genetics to compliment dairy cows, resulting in premium beef cattle.

## Andy Bishop



Director of Farm Services AgTech Scientific KY Beef Council Chair Federation Innovation Committee  
2019 YCC Chair

Andy and his wife Meagan own a commercial and registered Angus Seedstock operation outside of Bardstown KY. Andy and Meagan have 4 children ages 4 to 10 who all help with farm chores. In addition to the cattle operation Andy owns an organic poultry laying operation. The poultry operation has 20,000 laying hens in production where eggs are contracted and sold which mainly go to Whole Foods. These are pastured poultry and have 50 acres of pasture to roam on 365 days a year. Lastly Andy works for a large Hemp for CBD company where he oversees 1800 acres of hemp production and grew 340 acres himself in 2019.

Andy currently serves as the KY Beef Council Chair, is a member of the Innovation Committee, and served as the 2019 YCC Chair.

## Kevin Ochsner (Facilitator)



Kevin Ochsner has nearly three decades of experience providing strategic consulting, keynote speaking and custom training services to many of the world's leading agribusiness companies, organizations and industry associations. Prior to founding the agribusiness consulting firm, Agcellerate, LLC in 2014, he spent 22 years with Indianapolis-based consulting companies Adayana and Agri Business Group. With clients ranging from Bayer Crop Science to Syngenta, John Deere to Zoetis and the American Quarter Horse Association to the U.S. Meat Export Federation, Kevin has developed a broad knowledge and deep understanding of the issues and trends impacting global agriculture.

Raised on an irrigated farm and registered cattle operation in Fort Collins, Colorado, Ochsner graduated Magna cum Laude from Colorado State University in 1991 with a bachelor's degree in Agricultural Business. In 1998, he earned his master's degree in Management from the Krannert School of Management at Purdue University.

Kevin, his wife Julie and their three children make their home on an irrigated farm and ranch along the South Platte river in Kersey, Colorado. Kevin continues to be deeply involved in production agriculture owning and managing a 150 head herd of registered Limousin and Lim-Flex cows and producing corn and alfalfa on their irrigated farm. Kevin also serves as host of NCBA's Cattlemen to Cattlemen, a TV show seen weekly on RFD-TV.