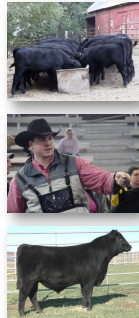



# Flint Hills Heifer Development



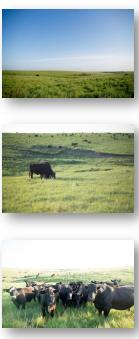

## Background

- B.S. '07 and M.S. '09 in Ruminant Nutrition from K-State
- Purchased starter Angus herd from KSU Purebred Barn → Jones Family Angus
- Rented grass and cornstalk ground
- Developed purebred heifer and bull market in Iowa
- Lessons learned
  - Develop relationships with customers
  - Know your market and supply it
  - Like what you raise

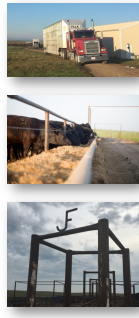

## Back to Kansas

- Purchased first quarter (pasture and farm ground) in 2012
- Opportunity to purchase ½ section pasture, built homestead
- Needed to grow numbers or lease to support land payment
- Identified opportunity
  - Passion and talent for developing, breeding, calving heifers
  - High average rancher age = limited interest in calving heifers
  - Limited similar service within area






## Start-Up

- Built base corrals and hot wire traps, calved 100 owned heifers in 2014
- Successful calving, positive market led to expansion to backgrounding yard
  - 4 pens with bunk line
  - 80 head capacity/pen
  - 15 acre grass trap/pen
  - Working facilities
- Refined vision
  - Worked with bank to identify priorities, ideal ownership: custom ratio
  - Expanded to include ET, AI services
  - Built return customers

## Future Goals

- Improve cost model
  - Add silage and TMR capabilities
  - Pay off cattle, equipment, facilities, land
  - Additional improvements based on ROI
  - Increase ownership by altering ratio or expanding pen space
- Further develop relationships
  - Customers → Steady, known source of cattle
  - Friends and neighbors → Trade labor, fun
  - Networking and leadership roles → Identify opportunities, learn industry
  - Mentors → Advice, guidance


**Thank You**  
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