

Missouri Longhorn Cattle in Washington D.C.

What do Texas Longhorn cattle that are born and raised on a quaint Missouri farm have in common with the booming metropolis of our nation's capitol? Well, not much. But this summer a unique opportunity arose in which our hometown family business could share produce with the leaders of our great nation in Washington D.C.

My wife and I raise Registered Texas Longhorn cattle. Like most that get into this breed of cattle, we chose Longhorns for their old Western cattle-drive appeal that combines beauty with hardiness. Yes, we sell breeding stock, but after several years of selling registered cattle, we decided we needed a niche market for our product. Therefore, three years ago we started selling USDA inspected, grass fed meat and beef sticks. Venturing into the inundated world of sales can be a tricky venture for mom and pop shops, but the first lesson in sales is to believe in the product—which we wholeheartedly do. Then, it's all about marketing, promoting, and getting the product out there to the consumers.

Along with our hobby farm and day jobs, we try to get involved with our community to help promote agriculture. Karol and I were asked by our local Farm Credit Services (FCS) Financial Vice President, Scott Schaumburg, to be on the Young, Beginning & Small Farmer Advisory Board for FCS. We have been to two annual Board Meetings. At this year's meeting, Karol had a conversation with Scott Gardner, VP of sales and Marketing, about the Farm Credit 100 celebration. She told him about how she sells our beef sticks and her "Mrs. Farmer Brown Eggs".

In April 2016, we got a call from Scott, asking if we would be interested in supplying 200 of our beef sticks for a 100 year anniversary event coming up for FCS. Of course we readily said, "Yes!" Scott then explained that the event would formally be referred to as the "Farm Credit 100 Congressional Reception," and it was to be held on June 15, 2016, at the Library of Congress, Madison Building in Washington D.C. Nearly 1,000 Congressional leaders and staff, Farm Credit customers and representatives, and media would be invited. The Congressional Reception would feature a pop-up farmer's market with homegrown products from across the USA provided by nearly 70 Farm Credit Services customers. Guests would learn more about where their food came from as well as the vast diversity of what American farmers and ranchers produce.

We are extremely proud to say we were one of the nearly 70 producers showcased. We didn't send our beef sticks halfway across the country just to advertise our small farm. We shared our produce, because we are proud of being from West Plains, Missouri. We are proud to raise a product on our Missouri land, and we are proud to have our products processed through local Missouri businesses.

So what do Washington D.C. and Texas Longhorn cattle have in common? The Lucky Falling Star Ranch. And we couldn't be prouder of the association.

[www.luckyfallingstarranch.com](http://www.luckyfallingstarranch.com)

Greg and Karol Brown