

## *Lon Frahm and Tracy Brunner*

### *Visiting Farmer Impressions of Brazil*

Lon graduated in 1980 from KSU with degrees in Business and Agriculture. Lon is president of Frahm Farmland Inc., which is a farming operation in Western Kansas. Lon is an active leader from local public radio fundraising to serving on various professional boards of directors. He has been elected Chairman of the Board for Midwest Energy in Hays, Kansas. He has served on the board for seven years. Lon thinks strategically: His goal is not necessarily to farm larger, but to farm smarter.



Tracy Brunner is currently the Chairman of the New Product and Culinary Initiatives Committee of the National Cattlemen's Beef Association. Tracy also currently serves on the Cattlemen's Beef Promotion and Research Board and its Operating Committee, overseeing projects funded by the 70 million dollar annual national beef check-off budget. For 2004 –2006 Tracy is serving as the chairman of the Kansas Beef Council, overseeing investment of beef check-off funds at the state level. His major business interest is Cow Camp Beef; a fourth-generation family owned beef production business with ranching and feeding operations located on the Western Flint Hills of Central Kansas near Ramona. Cow Camp Beef includes several related entities, all aligned to produce higher value beef. Cow Camp is also integrated into the processing of their product, owning most of their production through processing via value based marketing. Cow Camp Inc. is also involved in beef processing via USPB ownership. At Cow Camp Beef the focus is on quality beef production through identifying and supplying superior genetics, production efficiency, and information management. Their mission includes supplying other producers with tools needed for an improved beef business.