



Headquartered in Amarillo, Texas, **Cactus Feeders** operates seven feedyards in the Texas Panhandle and three in southwestern Kansas. The cattle feeding company's total operations now employ more than 500 people with revenues exceeding \$750 million.

“The NBCEC has improved the genetics of beef cattle in the U.S. through research, evaluation, test

validation and education. Genetic improvements in the herd lead to increased value and productivity for the producer while providing consumers the highest quality beef in the world. While all segments of the beef industry benefit from the genetic improvements enabled by technologies such as marker assisted selection, cattle feeders await direct application of genomics to more precisely manage cattle in feedyards.” - *Mike Engler, CEO of Cactus Feeders and NBCEC Advisory Council member.*

From its beginning at Cactus Feedyard, the company rapidly expanded cattle feeding operations during the late 1970s and early 1980s with the acquisition of Frontier Feedyard in Gruver, Stratford Feedyard in Stratford and Wrangler Feedyards in Tulia. With cattle feeding and packinghouse experience dating from early cattle feeding in the 1960s, Cactus Feeders developed and applied forward-thinking practices in risk management and the specialized management of feed production and cattle handling. Coupled with one of the largest production capacities in the business, Cactus soon became recognized as an industry leader in cattle feeding efficiency and cattle production.

During the 1980s, Cactus Feeders turned its experience and cattle industry leadership to an area critical for long-term viability and success: value-based marketing. Recognizing that the live average method of selling fed cattle had created market inefficiencies and placed the cattle business at a disadvantage in comparison with competing meats, Cactus Feeders developed and initiated the industry's first value-based



marketing program. Better known as "the formula," the agreement with major meat packers provides financial incentives for high quality beef and provides cattle producers with a way to receive true value for each animal fed. Today, this method of selling is in widespread use throughout the cattle industry and commonly recognized as the way cattle producers receive value for their cattle.

Headed into the 1990s, Cactus Feeders came under the ownership of the Engler Family and its employees with the buyout of Thomas Dittmer and establishment of the industry's first Employee Stock Ownership Plan (ESOP). Through ESOP, Cactus Feeders employees own 40 percent of the company and share directly in the financial rewards of ownership. For Cactus Feeders customers, employee ownership brings the security of knowing that their cattle are being cared for and fed by people who have a vested interest in the day-to-day well being of their animals.

Throughout the mid and late 1990s, Cactus Feeders continued to expand operations in Texas with the purchase of Southwest Feedyard in Hereford, the Hale Center Feedyard in Hale Center and the reopening of Wolf Creek Feedyard in Perryton. In Kansas, the Ulysses Feedyard in Ulysses and the Syracuse Feedyard were purchased in 1999, bringing the company to its current capacity of 520,000 head.

Today, Cactus Feeders has been widely recognized by the cattle feeding industry for its innovation, foresight and entrepreneurial spirit, receiving both the *Cattle Business of the Century Award* from the National Cattlemen's Association Foundation and the *Environmental Stewardship Award* from the Texas Cattle Feeders Association.

**Industry Leadership** — Since its founding in 1975, Cactus Feeders has demonstrated a willingness to try new ideas and take the lead in the beef industry in many areas. Our in-house research efforts have involved new cattle feeding techniques, innovative animal health regimens, creative marketing scenarios and a multitude of other considerations involved in cattle feeding. We have received the Cattle Business of the Century Award, and our people serve in leadership positions in industry associations including the National Cattlemen's Beef Association and Texas Cattle Feeders Association. Mike Engler serves as Chairman of TCFA board and Paul F. Engler is a past chairman.



**Custom Cattle Feeding** — We will procure cattle for customers, partner with customers on cattle or feed cattle in retained ownership programs with ranchers and stocker operators. Our customers include those who feed only one or two pens a year as well as those who feed thousands of cattle on a continual basis. Many of our larger cattle feeding customers started with a pen or two just to check us out. And over time, they've come to sense the

mutual trust that leads to long-term cattle feeding relationships.

We will assist customers with financing of both cattle and feed. We're also comfortable working with your financial institution if you prefer.

We assist cattlemen by gathering performance information that can be used to identify top-performing genetics and practices back at the ranch. Feedlot performance records and packer performance information is available. Individual carcass data can be obtained on request.

The ever-changing dynamics of the beef industry demand flexibility and creativity in cattle marketing. Cactus Feeders continues to innovate and identify new marketing strategies to assure that customers are receiving maximum value from each head that is sold.



**Cattle Research** — Our never-ending quest to maximize cattle performance and enhance profitability from the cattle we feed has resulted in a strong research capability. In addition to performance trials of a proprietary nature, we are often asked to participate with major pharmaceutical and feed ingredient developers as new products and techniques are being considered. We conduct large-scale feeding trials under real-world conditions and understand the intricacies of proper data collection and animal management within the research parameters. Our customers benefit as new knowledge from this kind of research is applied appropriately throughout the 10 cattle feed lots.

**Environmental and Food Safety Responsibility** — We operate within HACCP regulations, as well as other environmental and food safety guidelines. Cactus Feeders was recognized by Texas Cattle Feeders Association with their Environmental Stewardship Award in 2000, and has also received Beef Quality Assurance certification.



For more information on Cactus Feeders, please see [www.cactusfeeders.com](http://www.cactusfeeders.com)