

# ☆ Meeting ☆ OUR RANCHERS



*"People want to know where their food is coming from, and I think it's part of our job as farmers to teach them."*

**Q:** *Why do you love working with your family?*

**A:** "I love that it brings the family together. We're lucky to have each other and this place," Kurt says. "Not all of my children still live here, but we have a rule we laugh about that if they come for a visit, they better have a pair of boots with them and be ready to work."

**Q:** *What are some sustainability practices you use?*

**A:** "Currently, we have two farms that are 100 percent solar driven and we test water for quality. I also work with conservation groups that teach us what we need to do to protect the land and make it better," Kurt shares. "We're here temporarily, but the land will be here forever, so it's our responsibility to take care of it."

**Q:** *What advice do you give to new people in the beef community?*

**A:** "You have to have a passion for raising cattle in order to do it. It's a tough job; you have to be able to get up in the middle of the night to help a cow calve or care for a sick animal," Kurt says.

*From our family ranchers to your family table.™*



*The Hallstrand Family,  
Ogema, Wisconsin*

One of many ranching families  
raising the best Angus beef.

For nearly 130 years, Hallstrand cattle have been grazing along the Jump River—thanks to Kurt's great-grandfather who started the original ranch in 1884. It wasn't until the '90s, however, that the family introduced Angus to the pastures. The Hallstrands haven't looked back since. With the help of his wife, Christina, son, Jed, and brother and his partner, Todd and Karen, Kurt leads the charge to ensure the animals and the land receive the very best care. It's a lifestyle and a job he's always loved and hopes to pass along to the next generation.



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