

Genex Hosts Beef Tour for International Visitors

SHAWANO, Wis. — Genex Cooperative Inc. hosted a beef tour for 50 international sales representatives and beef producers from Brazil and Argentina. The 12-day, five-state tour gave the visitors the opportunity to better understand the United States beef industry.

Michael Sleeper, associate vice president of International Marketing for the cooperative, commented on the overall purpose of the beef tour. “It gave them a whole new outlook on the beef cattle genetics available from Genex and using bulls from outside of their own countries,” Sleeper stated. “We really set a strong basis for a sales relationship with these countries.”

The beef tour began June 11 in Kansas City, Mo., and focused on many aspects of the beef industry. The tour included ranch and business visits as well as educational sessions regarding beef genetics and the services offered by Genex. Specific points of interest on the tour included numerous beef ranches, the American Angus Hall of Fame, the Dickinson Research Extension Center and two of the cooperative’s custom collection facilities — Genex Dakota Sire Service and Genex Hawkeye West — to see bulls currently in stud.

The tours allowed the visitors to view progeny of Genex bulls and learn more about the different ways ranches operate.

The tour, which ended June 22 in Billings, Mont., was a success for Genex. “The guests reacted very positively to everything on the tour. What they saw truly exceeded their expectations. They were overwhelmed by everything and were very impressed with the hospitality shown to them,” commented Sleeper.

The ranches visited by the international guests include: Larkin Farm, Ottumwa, Iowa; Lauritsen Cattle Co., Exira, Iowa; Lindskov-Thiel Ranch, Isabel, S.D.; Broken Heart Ranch, Firesteel, S.D.; Schaff’s Angus Valley, Saint Anthony, N.D.; Ellingson Angus, Saint Anthony, N.D.; TNT Red Angus, Almont, N.D.; Topp Herefords, Richardton, N.D.; Pelton Herefords, Halliday, N.D.; 21 Angus Ranch, New England, N.D.; Ludvigson Stock Farms, Joliet, Mont.; and Sitz Angus Ranch, Harrison, Mont.