

For immediate release

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Wallace Family Cattle to Expand Organic Ranching Empire with Major Land, Herd and Corporate Growth

Richard Wallace to unveil expansion plans at the company's annual cattle auction on Oct. 28

(LIBERAL, Kan., Sept. 18, 2024) – Wallace Family Cattle, a leader in organic black Angus ranching, is thrilled to announce significant expansion plans. Richard Wallace, CEO and founder, will unveil details about growing the company's land holdings, cattle herd and operations at the annual cattle auction on Oct. 28.

Wallace Family Cattle, based in Liberal, Kansas, is making its biggest expansion yet. Wallace, CEO and founder, plans to increase the company's acreage by 20%, grow the herd to over 10,000 head of organic black Angus cattle, diversify the herd and expand into the dairy industry, and add new roles to support this major growth. Wallace will provide a detailed breakdown of these plans at the company's annual cattle auction on Oct. 28 in Amarillo, Texas. These changes will pave the path for the company to exceed the expectations of a growing market while staying loyal to its mission of sustainability.

Wallace intends to diversify the meat herd by adding Hereford and Charolais cattle in addition to the current black Angus to satisfy the expanding demands of the meat industry.

Wallace also plans to increase the herd's market share in dairy products. He intends to start with 300 dairy cows to do this, which will yield about 2,700 gallons of milk every day. In keeping with the company's ecological policies, these cattle will be certified organic and have access to pastures.

To make room for these changes, Wallace has purchased land in Oklahoma, Texas, and Colorado. This growth will make room for the changes and enter the company into new markets. Wallace has hired a new manager to maintain and monitor this land.

Wallace appointed Gene Raymond to the position of Vice President to oversee the company's growth. Starting next month, Gene will bring a wealth of knowledge from his eight years as Vice President at Tyson Foods, Inc., the second-largest beef marketer in the world. His knowledge will be crucial in helping Wallace Family Cattle navigate this exciting development phase.

Wallace Family Cattle's leadership in sustainable ranching is strengthened by all these expansions, which also serve to fulfill the increasing demands of the meat market. The company plans to expand, as well as add Hereford and Charolais cattle, to grow its market share while adhering to its ethical ranching purpose.

"We're ready to roll! With the expansion plans rolling out, WFC has an exciting future ahead,"

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Wallace said. “I am more confident than ever in our leadership team and the newest additions to it. I know that they will lead us to great success in these new markets.”

As Wallace Family Cattle moves into Texas, Oklahoma, and Colorado, the company is tapping into the increasing demand for organic, ethically raised beef. “We’re currently the leading direct seller of black Angus cattle in the United States, and my dream is to expand this leadership on a global scale,” Wallace said. “With careful execution, I believe WFC has the potential to achieve this in the next five years.”

These advancement plans will not only increase Wallace Family Cattle’s acreage and herd size but will also enter the company into new industries. With the diversification of the herd, Wallace has set the company up for major success.

By purchasing land in three new states and hiring new leaders, Wallace Family Cattle will solidify its spot as a leader in cattle ranching.

Wallace’s unwavering leadership and experience are set to grow Wallace Family Cattle to reach new heights. Wallace is deeply committed to the company’s ethical mission, and his expansion plans reflect that. He is and will continue to be a driving force behind Wallace Family Cattle’s continued success.

With the help of these growth tactics, the business will be able to meet the growing market demands. Wallace has positioned his business for significant success by diversifying the herd, breaking into the dairy industry, buying additional acreage, and appointing new executives. A bright future lies ahead for Wallace Family Cattle thanks to its strong leadership and clear vision.

About Wallace Family Cattle

Since 1958, Wallace Family Cattle which is based in Liberal, Kansas, has grown into a leader in the cattle ranching industry. Founded by Richard Wallace, the company is committed to sustainable and ethical ranching. The business takes great pride in producing premium cattle that are pasture-raised to satisfy the rising demand for meat that is organic and properly produced.

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