

## **Johnny R. Rogers**

Johnny R. Rogers, Roxboro, North Carolina, is the newly elected Region C Director. Johnny and his wife Sharon own and operate Rogers Cattle Company, LLC. Johnny is a native of Madisonville, TN where he grew up on a small beef cattle farm. At the age of three he received a Polled Hereford heifer from his grandfather and from that point beef cattle have been an integral part of his life.

Johnny was very involved in 4-H and FFA as a youth and exhibited steers and Simmental heifers at various shows. After graduating high school, he attended the University of Tennessee and received a bachelor's degree in Animal Science in 1991. While attending UT he was president of Farm House Fraternity and a member of both the meats and livestock judging teams. Following graduation Johnny served as Manager of Show and Sale cattle for Star Mountain Limosin. In August of 1992, Johnny moved to Raleigh, NC to attend graduate school at NC State University. During this time, he served as the instructor of the meat animal evaluation course and coached the intercollegiate livestock judging team.

Johnny completed his Masters Degree in Nutrition and went to work for Purina Mills in 1995 as a Beef Cattle Specialist. He worked with the sales staff and dealer network in growing their cattle feed sales and traveled the Mid-Atlantic region. During this time Sharon was working with the NC Beef Council. In 2000, Johnny and Sharon purchased a group of commercial cows and a few registered Red Angus heifers and a Red Angus bull. Pelton Red Angus and Neo Sho Farms was the source of their initial Red Angus purchases. However, in 2001 his position with Purina Mills was eliminated. They carefully considered all their options and decided to lease more land, buy more cows and Johnny would farm full time. This led them to their current location in Roxboro where they operate on 550 acres of leased pasture land.

Since 2001 Rogers Cattle Company has produced and sold Red Angus seedstock and commercial heifers and custom developed heifers and bulls for other producers. In addition, meat goats and hair sheep were added for weed/brush control and as an additional revenue source. In 2005, Rogers Cattle Company began to direct market pasture-raised Red Angus beef off the farm and at farmer's markets. This enterprise has seen continued growth due to the urban centers within one hours drive from Roxboro. In 2010, Johnny and Sharon started selling their beef through Farmhand Foods which distributes beef to local restaurants in Raleigh and Durham. Customers really enjoy their high quality locally grown Red Angus beef.

Johnny was a founding member of the Red Angus Association of the Carolinas (RAAC). From this organizations inception Johnny has focused on marketing bulls to commercial cattlemen. The New Horizons Bull Sale which involves Rogers Cattle Company and other RAAC breeders conducts a performance test and markets yearling Red Angus and hybrid bulls. It has been a tough road developing a consistent bull market and this group will continue to look for new avenues to achieve their goals. In addition, in 2010 Johnny assisted RAAC in conducting their first strategic planning meeting. The results of that

meeting have yielded a clearer direction for RAAC future activities. Johnny is a past president of RAAC and of the Person County Cattlemen's Association. He currently serves as President of the NC Forage and Grassland Council and is on the board of the Eno River Farmer's Market. Johnny is also a member of the NC Cattlemen's Association, NCBA and NC Farm Bureau.

Johnny was first introduced to Red Angus cattle in college while look through and NBI sire directory. On the page featuring a Red Angus bull were pictures of yellow Simmental cows with red goggle-eyed calves at their side. He grew up with Simmental cattle and always preferred the red and red white-faced individuals in that breed. He saw an opportunity to make his yellow and red cow herd more consistent and add convenience traits with Red Angus. Unfortunately, graduate school postponed those plans and he dispersed his Simmental cattle in 1996.

Johnny serves on the Red Angus Association of America promotion committee and has attended three Red Angus Young Guns meetings. He was drawn to the breed because of the never ending focus on the commercial beef industry and the long history of performance testing. He respects and admires the accomplishments that Red Angus has experienced but realizes that much of that success has occurred in the western states. This did not happen accidentally. It was through the hard work and determination of the breed founders, the RAAA staff and the many dedicated breeders in those areas. Johnny believes that it is time for Red Angus breeders in the east to stand up and demonstrate the tremendous value that our breed delivers to commercial cattlemen. Again, this will not happen on its own and it will not be easy. However, he knows the Red Angus Association of America has the right cattle and the right people to complete this task. Johnny appreciates your support and looks forward to working for the Red Angus producers in Region C.