

Meet A Cattle Farmer!



Jim Hanson

Poverty Ridge Farms

◇ **New Market, IA** ◇

Jim Hanson is a BQA certified producer raising quality cattle in Taylor County. Jim has a 70-head cow-calf herd as well as a grain-fed feedlot operation. He has been an active member of the Iowa Cattlemen's Association for over 35 years and is currently the District #18 Director.

Why are you involved in the beef industry?

"I am dedicated to the products that I produce. If there is a future in beef production, producers must be proactive both on the political issues and the end product."

How do you want others to see the beef industry?

"Beef producers, whether cow-calf or feedlot, are dedicated and thoughtful people producing a product that they believe in and are proud of."

What is one thing that you want consumers to know about beef and beef production?

"That beef produced in the U.S. is a safe and healthy product. Cattlemen across our nation are sincere and dedicated producers of quality beef."

