

# Vest Ranches Wins BIF Commercial Producer Award

*The Angus-Charolais operation receives prestigious award June 8 during the annual conference.*

*by Rachel Robinson, American Angus Association*

Hard work and humility have been defining traits of the Vest family since Bill Vest ventured out to West Texas in 1887, and it took every ounce of hard work and humility to homestead and manage cattle in the rough country of that part of the world.

The hard work of more than a century was recognized when Vest Ranches was selected as the 2020 Beef Improvement Federation (BIF) Commercial Producer of the Year. Nominated by the American Angus Association and the American-International Charolais Association, Vest Ranches received the award virtually during the BIF Conference on June 8, 2020.

“We give honor and credit to the Lord, who is a big part of our daily life and operation,” says Ty Watkins, Vest Ranches general manager. “We’re blessed with a great family, including those who work for us, neighbors and others who contribute daily to our success. We are pretty



Utilizing innovative tools and best management practices led Vest Ranches to be recognized as the 2020 BIF Commercial Producer of the Year.

humbled and excited to accept this award on everyone’s behalf.”

West Texas isn’t the easiest place to raise cattle, but on Vest Ranches, the management practices, innovative tools and excellent stewardship practices have helped the operation be efficient and progressive. Every detail of their land, cattle and business, is attended to with extraordinary precision. Attention to detail and leadership are defining characteristics of Vest Ranches.

“We are thrilled to hear that Vest Ranches was awarded the BIF Commercial Producer of the Year

award,” says Mark McCully, American Angus Association CEO. “Vest Ranches truly embodies the ideals of BIF, and we are excited to support this impressive operation.”

Fourth-generation rancher Samann Vest-Watkins and her husband, Ty, have employed a variety of programs and systems that have helped their

mostly Angus herd not only survive a tough landscape but also to thrive. An operation that once hung their hat on steeped tradition has become a progressive Angus and Charolais commercial herd.

“The BIF Commercial Producer of the Year Award couldn’t have gone to a more deserving ranch and family,” says Neil Orth, American-International Charolais Association executive vice president. “We are pleased to be a part of Vest Ranches’ story.” 