



Beef producers are excellent stewards of the land and work hard to produce safe, wholesome and delicious beef. Read about a Nebraska Beef Producer from your area to learn what the beef industry means to them.

## **Mark Spurgin** *Paxton, Nebraska*



After returning from World War II, my dad purchased the land, with the help of his dad, where the present headquarters of Spurgin, Inc. is located today southwest of Paxton, NE. As the farm and feedlot have evolved over the years, we are able to feed around 5,000 head of cattle today with the feedstuffs raised on our farm.

Everyday is challenging, full of opportunity and rewarding. I start out each day by checking the feed bunks and/or checking center pivots, having an employee meeting to organize our day, monitoring the grain and cattle markets, buying and selling cattle, dealing with farm equipment issues and assisting a neighbor who needs help when necessary.



The consumer wants a safe, wholesome and high quality product and this drives me everyday to do all I can to deliver that product. The investment by producers in the beef checkoff program is helping meet consumer wants and needs through promotion, research and education.