

CERTIFIED ANGUS BEEF  
2021 AMBASSADOR AWARD

John and Gaye Pfeiffer have  
a heart for serving their  
communities and cattle.

# MAKING INTRODUCTIONS



and Gaye began their venture with 30 cows. Those cattle became a part of the upbringing for the farm and their now-adult sons, John Christopher and Andy. Today, the family calves 300 cows.

Along the way, they discovered an opportunity to create strong seedstock genetics that add value to customers' herds and bottom lines. However, it wasn't until they attended a CAB conference in the 1980s that they realized the scope and effects of genetics needed to help meet consumer beef demands.

"We wanted to be able to produce beef that was the best that it could be," says Gaye. "We felt like, with the support of the



The Pfeiffer family includes (from left) Sierra, John Christopher and John Ryan (Jack), Andy, Gaye and John.

## Pfeiffer family shares story one tour at a time.

Story & photos by Kylee Kohls, *Certified Angus Beef*

"I've never been this close to a cow before." That's a phrase John and Gaye Pfeiffer hear nearly every time they host a group on their farm. It's a moment most visitors won't forget.

Telling their story to the cattle-curious was awkward at first for the Mulhall, Okla., Angus producers.

"I realized that we were going to have to show people what it means to raise cattle and what all is involved," says John.

Now, they look forward to hosting hundreds of people every year, sharing everything from the beef cattle life cycle, animal care, vaccination protocols and sustainability practices to why they choose Angus for their central-Oklahoma farm.

Their dedication to teaching and connecting with those further down the supply chain earned them the

2021 Ambassador Award from Certified Angus Beef (CAB).

### Following the call

Whether it was a calling or an inborn fondness for black cattle, John knew from a young age he would do whatever it took to follow in the footsteps of the three generations before him in the Mulhall-Orlando area.

"One of the first things my grandad did as soon as all his grandkids were born is make them members of the American Angus Association," chuckles John.

His grandfather was instrumental in instilling John's service mindset.

"He and my parents taught me if you don't put back into organizations, that thing is not

ever going to get any better," says John. "I am a strong believer that the most important thing you can do is show up. When we don't, then our voice isn't heard."

Gaye was raised with the same ideals.

"I've always felt that if you can contribute, whether it's to an organization or your business, then you will find your place, and you will be accepted at that place," says Gaye. "There should be something in every day that moves you forward in some way to make something better."

The two often serve together in county, state and national organizations. Together, their mission is to make their communities better and more approachable.

### The Angus way

In 1907, the first Angus bull was purchased by a Pfeiffer and brought to Logan County. Seventy-four years later, just a few miles from where that bull roamed, John

American Angus Association and Certified Angus Beef, we would get to that point."

The Pfeiffers witnessed progress in their own herd through intentional planning followed by a commitment to data. They select sires and cow lines that work for their environment, work for their customers, and target the brand.

John typically keeps about 20 steers back from both his fall and spring calves to feed for carcass data as a report card on their genetics. Recent groups earned 70% CAB or better on his calves. He also markets groups of feeder cattle through AngusLink<sup>SM</sup>, using the Genetic Merit Scorecard<sup>®</sup> (GMS) to showcase the quality built into his herd and test his own cattle in the value-based marketing avenue available to his customers.

### Telling their story

When John received the call to run for the American Angus

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Association Board of Directors, he felt unqualified. After conversations with close mentors, he realized it was an opportunity to grow and learn alongside some of the breed's most successful farmers and ranchers.

He eventually served as chairman of the CAB Board in 2017.

“By the end of the Certified Angus Beef Annual Conference, we'd made a lot of friends with people across the business and found out that everyone works just as hard as we do and that this is a partnership,” says John. “It's just unbelievable — the fact that we make it possible for them to do what they want to do by selling a quality product, and they make it possible for us to continue to stay here and raise that product.”

Gaye says it was a reminder that it's easy to become detached from other segments of the beef industry. Hosting groups and tours helps keep them connected to

those further down the beef value chain.

“We consider it a privilege to be able to host groups. It's always been our obligation we thought, as producers, to interact with all the different segments Certified Angus Beef interacts with to explain our role and how it all fits together,” says Gaye.

After 40 years of progress together, John and Gaye continue to share their up-close and personal experiences with their cattle and community.

“We think a lot about what we do today that's going to make sure that it's still here for our grandson in the next 40 years,” says Gaye. “There are things that you have to do to take care of the land and take care of your business, to make sure that it'll still be here.” ■

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Editor's note: Kylee Kohls is a communications specialist for CAB.