

Bob and Ann Demerath were both born and raised in Nebraska, coming from very different beginnings- Ann as a city girl and Bob as a lifelong farm and ranch kid. They met in 1994 while Bob was operating a traditional Nebraska row-crop and hog farm. Within a year of marrying, they purchased their first 50 cows, marking the beginning of their ranching journey. For years, they ran cattle in a conventional Midwest system – calving before planting and continuously grazing pastures. In 2012, Bob attended a conference that introduced him to regenerative agriculture, sparking a pivotal shift in their thinking. In 2014, Bob and Ann took a leap of faith. Relocating to southern Missouri and transitioning to an all-grass operation. Today, they consider regenerative grazing and the production of grass-fed, grass-finished, highly nutritious beef not just their work, but their life’s mission.