

## **Biography**

Frank Price is the co-owner and operator of the Frank and Sims Price Ranch located in Sterling City, Texas. Frank and his son Sims represent the fourth and fifth generations of Prices to ranch in West Texas. For over 40 years, Price has managed his family's 68,000 acre ranch and thriving cow-calf operation, first in partnership with his father, and now in partnership with his son Sims.

Frank is a member of the Texas and Southwestern Cattle Raisers Association and the National Cattlemen's Beef Association, where he is nationally recognized as an industry leader in conservation. The Frank and Sims Price Ranch serves as a shining example of excellent environmental stewardship. The father, son duo have won many awards for their innovative conservation and land management practices. In 2012, the Price family and ranch was presented the Outstanding Rangeland Stewardship award. The following year they were recognized as regional winners of NCBA's Environmental Stewardship Award Program (ESAP), and in 2014, their ranch was named the National winner. Frank was recently recognized as the 2015 Outstanding Agriculturalist for Agriculture Production, presented by the College of Agriculture Sciences and Natural Resources at Texas Tech University.

Frank and his family are dedicated to the goal of keeping their natural resources in the best possible condition for the future generations to come. The Price family continues to be a leading voice in Texas on the importance of environmental and rangeland stewardship and offer practical and sound leadership in this important area.