

## **Troy Sander Bio**

**Troy Sander** is the Chief Operations Officer for Heritage Beef, a prominent cattle feeding operation based in Southwest Kansas, and its affiliated feedyard, Neosho Valley Feeders, located in Parsons, Kansas. With over 20 years in his current role, Troy manages the procurement, marketing, and operational and fiscal aspects of over 200,000 head of cattle annually. His experience spans all facets of cattle feeding, including procurement, marketing strategies, financial and risk management, and regulatory oversight.

Before joining Heritage Beef, Troy worked for 12 years in various management roles at ContiBeef, now Five Rivers Cattle Feeding, one of the largest cattle feeding companies in the United States. His passion for the industry began at an early age on his family's farming and cattle operation in Victoria, Kansas. From as young as five, he worked alongside his father at a local feedyard in Hays, Kansas, gaining invaluable experience. In addition to his work in the feedyard, Troy's family also operated a custom farming and harvesting business, which took him across Oklahoma, Kansas, Colorado, and Nebraska each summer. These experiences helped him build long-lasting relationships with customers and fostered a deep passion for the feedlot and farming businesses, prompting him to learn every job from the ground up.

Troy has also been an active leader in the cattle industry. He served as Chair of the National Cattlemen's Beef Association's (NCBA) Live Cattle Marketing Committee after two years as Vice-Chair. He has contributed to the agricultural sector through his work on the Ag Marketing Committee of the Chicago Mercantile Exchange and the Ag Advisory Committee for the Commodity Futures Trading Commission. Currently, Troy is serving as the President of the Kansas Livestock Association (KLA), having been on the Board of Directors for six years. He previously chaired the KLA Cattle Feeders Council. In addition to his leadership roles, Troy has been a key figure in the NCBA's efforts to address price discovery issues, playing an instrumental role as part of the Live Cattle Marketing working group.

Troy earned his Bachelor of Science in Animal Science from Fort Hays State University in Hays, Kansas, before pursuing a Master of Science in Business Management from Friends University. While completing his graduate studies, he worked at Grant County Feeders in Ulysses, Kansas, gaining valuable hands-on experience in the industry.

Troy and his wife, Lisa, have been married for over 30 years and are proud parents to four sons—Travis, Colten, Caden, and Kyle—and seven grandchildren.