Biography

2022

Michael grew up on a small cattle and farming operation in Mississippi. He graduated from Mississippi State University with a B.S. in Animal Science and a minor in Ag Economics. Michael moved to Oklahoma to further his ranching experience while also obtaining an MBA from Oklahoma State University.

Michael began building his own cattle operation while also managing land holdings for other investors, eventually managing a portfolio of up to 70,000 acres across 5 states. Without inheriting any land or ranching assets, Michael found it most important to grow his own ranching operations through strategic partnerships that include capital partners as well as landowners that believe in regenerative grazing principles.

Michael’s current cattle partnership, Southern Reds, LLC., has grown into a 1,200 head seedstock operation in North Central Texas. His operations span across 8,000 acres, managed with the help of his wife and 3 young sons. His focus is raising climate friendly genetics that produce beef by recycling forage and water, without the need of additional inputs that decrease environmental and financial efficiency. Southern Reds plans to double its operation in the next two years due to such increased demand from landowner partners who desire to see their own land investments be improved through true ecosystem management and regenerative grazing principles.

Southern Reds currently has customers in thirteen states using its genetics to improve their own regenerative farming and ranching operations. Michael was recently recognized as the “Seedstock Producer of the Year” by the Grassfed Exchange, which is a gathering of regenerative ranchers, dairymen, and sustainable food supporters from across the world. Michael currently serves as an executive board member for the National Grazing Lands Coalition, serves as an advisor to the Foundation for Food and Agriculture Research, and is a cooperator with the Noble Research Institute, LLC.