

- FOR IMMEDIATE RELEASE -

Nebraska Bankers Association Pays Tribute to Adams Land & Cattle Leadership

LINCOLN, NEB. – Sept. 5, 2019 – The Nebraska Bankers Association (NBA) recognized brothers Bill Adams and Jerry Adams, of Adams Land & Cattle, LLC, with the 2019 NBA Agri-business Recognition award for their outstanding service to agriculture. The award was presented during the NBA's Fall Agri-business Conference, held Sept. 5-6 at The Cornhusker Marriott in Lincoln.

Father of Bill and Jerry, and founder of Adams Land & Cattle, LLC, Russell Adams, Jr., grew up on his family's farm northeast of Broken Bow. After eight years, Russ and his wife, Angenette, invested in 300 acres of land east of Broken Bow where they would raise their four sons. In the mid '50s, he began backgrounding cattle for resale at local auction barns as an efficient way to make use of the farm roughage. In 1971, Russ purchased additional land 4 miles south of Broken Bow and developed a 6,000 head backgrounding operation staffed by six people.

Adams Land & Cattle was incorporated in 1973, and the business model changed from backgrounding to finishing cattle. That same year, President Nixon placed a freeze on commodities which devastated the market, resulting in a loss of \$250 per head. During this period, the Adams brothers had returned home to join their parents in business. In spite of commodity market challenges, the brothers saw potential in the industry and continued with cattle finishing as Adams Land & Cattle's primary business.

Operating under the current leadership of sons, Bill Adams and Jerry Adams, the company now stands as the largest cattle research and development facility in the world and is on the leading edge of cattle and crop production. Bill and Jerry are the two major principals of Adams Land & Cattle with Bill currently serving as chairman of the board, and Jerry as company CEO.



Adams Land & Cattle, LLC principals and board members - Jerry Adams, CEO (left) and Bill Adams, Chairman (right).



Left to right: NBA Chairman Alan Emshoff; Linda & Jerry Adams, Bill & Connie Adams, Adams Land & Cattle; and Stuart Fox, Nebraska State Bank & Trust Co.

Adams Land & Cattle currently involves three feedlots in Nebraska with approximately 130,000 head, and nearly 100,000 head in more than 100 backgrounding locations throughout the U.S. and Canada. The environmental concerns that are a normal aspect of any agri-business take priority. As stewards of water, land and air, Adams Land and Cattle has established policies to control runoff through use of settling basins and holding ponds, applying captured water to farmland, hauling solid waste from the lots to be used as a natural organic fertilizer on crops, establishing a tree belt and an elaborate sprinkler system in the pens for increased cattle comfort and dust control. Computer technology is also a vital part of the organization with customized cattle programs. Body mass index sorting, feeding and fill mill, farming, heavy equipment operations, processing, maintenance and record keeping rely heavily on automation and computerization.

Currently, Adams Land & Cattle provides careers and economic stability for approximately 160 employees and remains focused on quality, efficiency and maintaining a team of hardworking, dedicated and innovative employees. The tradition of family and community is reflected through the company as many second and third generation employees contribute to the company's growth and success.

Adams Land and Cattle and its employees have a vested interest in the community and their values go past the workplace. The company is a strong supporter of 4-H, FFA, Custer County Foundation, youth AQA training, Bloodmobile, Adopt-A-Highway, Broken Bow Citywide Clean-Up and a college scholarship program. They have also been involved as the Broken Bow third-grade business partner for more than 25 years in which the company sponsors newspapers in education, t-shirts, an annual tour and a classroom teaching module. These education efforts have recently been extended to other third grade classrooms in Custer County.

Congratulations to both Bill and Jerry Adams as recipients of the NBA's prestigious Agri-business Recognition Award!

Past Honorees of the NBA's Agri-business Recognition Award

- 1983: Roger Mandigo, University of Nebraska-Lincoln
- 1984: Nebraska State Senator Maurice Kremer, Aurora
- 1985: D.B. "Woody" Varner, University of Nebraska Foundation, Lincoln
- 1986: Robert B. "Bob" Daugherty, Valmont Industries, Valley;
Walter D. Behlen, Behlen Mfg. Co., Columbus
- 1987: Burnham Yates, First National Bank, Lincoln
- 1988: Kirk Jamison, Farmers Home Administration, Lincoln;
Ambassador Clayton Yeutter, U.S. Trade Representative, Washington, D.C.
- 1989: U.S. Congresswoman Virginia Smith, Chappell
- 1990: Earl H. Monahan, Circle Dot Ranch, Hyannis;
Charles M. Harper, ConAgra Inc., Omaha
- 1991: C.G. "Kelly" Holthus, Cornerstone Bank, York
- 1992: Thomas H. Olson, Lisco State Bank, Lisco
- 1993: Daniel W. Gardner, M.G. Waldbaum Co., Wakefield
- 1994: Leonard T. Fleischer, Fleischer Manufacturing Inc., Columbus
- 1995: Waldo P. Haythorn, Haythorn Land & Cattle Co., Arthur
- 1996: Robert Kayton (awarded posthumously), First Nat'l Bank & Trust of Fullerton, Albion Nat'l Bank;
Rob Raun, former director of the Nebraska Dept. of Agriculture; Raun Brothers, Minden
- 1997: Harold Wimmer, Wimmer's Meat Products Inc., West Point;
William J. "Bill" Pullen, J-Star Corp. and Bill's Volume Sales & Service Inc., Central City

- 1998: Frank & Mary Bruning, Bruning State Bank and Feedlot Fencing Inc., Bruning
1999: Jack Maddux, Maddux Cattle Co., Wauneta
2000: James Lindsay, Ag Processing Inc., Omaha
2001: Ed Robinson, The J.C. Robinson Seed Co., Waterloo
2002: James M. Wolf (awarded posthumously), Wagonhammer Cattle Co., Albion & Bartlett
2003: Richard Reinke (awarded posthumously), Reinke Manufacturing Co., Deshler;
Tony Raimondo, Behlen Mfg. Co., Columbus
2004: Frank J. Sibert, Sandhills Cattleman, Valentine
2005: Roy Dinsdale, Pinnacle Bancorp., Palmer;
Dr. Allen Blezek, Nebraska LEAD Program, Lincoln
2006: Don G. Johnson, Midwest Bank, Pilger
2007: Willard H. Waldo, Waldo Farms, DeWitt
2008: Howard Pitzer (awarded posthumously), Pitzer Ranch, Ericson
2009: Howard A. Lamb, State Senator and Custer County farmer and rancher, Anselmo
2010: John C. Owens, Ph.D., University of Nebraska-Lincoln
2011: David M. Kohl, Ph.D., Virginia Tech
2012: Robin Marshall, Marshall Land Broker & Auctioneers of Kearney Inc.
2013: Ronald J. Hanson, Ph.D., Professor, Agricultural Economics, University of Nebraska-Lincoln
2014: Harley Bergmeyer, First State Bank Nebraska, Lincoln;
Alan Svajgr, Midwest Banco Corp. and First Bank & Trust Co., Cozad
2015: James Trotter, Trotter Inc., Arcadia
2016: Thomas Hansen, State Senator, Hansen 77 Ranch, North Platte
2017: Mike Kelly, Kelly Ranch LLC., North Platte
2018: LeRoy Thom (awarded posthumously), T-L Irrigation, Hastings
John Miller, Oxbow Animal Health, Omaha
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The Nebraska Bankers Association (www.nebankers.org), founded in 1890, is the voice of Nebraska's \$77.9 billion banking industry, which is composed of small, regional, and large banks that together employ more than 15,000 people, and safeguard nearly \$63.9 billion in deposits, all within the state of Nebraska.

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