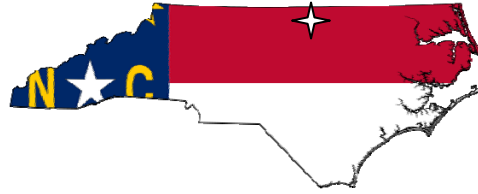


2010 North Carolina Environmental Stewardship Award Nomination

Rogers Cattle Company, LLC of Roxboro, North Carolina

Section 1



Description of Operation

Rogers Cattle Company, LLC
Johnny and Sharon Rogers
945 Woodsdale Rd.
Roxboro, NC 27574
336-598-5835
jrogers@portbridge.com



This Red Angus bull has been developed and utilized by Rogers Cattle Company.

Nature of Business

At the foundation, Rogers Cattle Company is a cow/calf operation producing purebred Red Angus, Black Angus and commercial cattle. Purebred bulls and heifers are marketed by private treaty sales and through the Stocking Stuffer Sale sponsored by the Red Angus Association of the Carolinas and the New Horizons Bull Sale. Numerous methods are used to market the commercial steers. Currently, they are sold by private treaty. Many steers will go to producers marketing freezer beef. Some steers are utilized for the Rogers Cattle Company beef program. Commercial heifers are sold as open or bred heifers to other producers. Additionally, Rogers Cattle Company has grown to include sheep which were added to help utilize the forage resources on the pasture land.



Rogers Cattle Company cattle graze fescue and other forage species.

History of Business

Johnny raised Simmental cattle while growing up in Madisonville, Tennessee. Johnny traveled to North Carolina to earn a Master's Degree in Nutrition from North Carolina State University. He then worked with Purina as a beef cattle specialist. Sharon grew up in Wilson County and showed Simmentals for the Blalocks of Shade Tree Simmentals in Lucama. She worked with North Carolina Beef Council traveling the state promoting beef. Always having the goal to raise cattle, Johnny took the changes happening at Purina as a sign to do just that.

They began leasing land in Person County from Tommy Wagstaff. In 2004, Johnny and Sharon were able to lease additional land bringing the total amount of leased land to 600 acres. These include facilities at both the home farm and the Carver property.

Contract grazing has been utilized as a way to market RCC grass and management to other producers. They have developed beef heifers and bulls, as well as, grazed beef cows for cattle producers from across North Carolina. Hair sheep were added to Rogers Cattle Company in 2006. They help to decrease the need for clipping the pastures and herbicide use. They also provide an additional income source by utilizing forage resources the cattle would waste. In 2006 Rogers Cattle Company began marketing the farm raised freezer beef to consumers. This has been an educational and rewarding experience. Currently beef products are sold directly from the farm, in a local retail store and at the Eno River Farmers' Market. Continuing to grow the beef sales and adding lamb to the product mix are goals of Johnny and Sharon.



Sheep improve forage utilization on pastures at Rogers Cattle Company.

Natural Resources on the Farm

Rogers Cattle Company's pasture land is in the Roanoke River Basin with clay being the predominant soil type. Fescue is the primary grass with clovers being inter-seeded. Additionally, dallis grass, bluegrass and lespedeza are volunteer forages that positively contribute to the resources available to the livestock. The home farm has Mitchell Creek running through it while the Carver property is home to Ghent creek.

Organizations Interacted with in Environmental Efforts

- NRCS
- FSA
- Person County Soil and Water
- Person County Cattleman's Association
- North Carolina Forage and Grassland Council
- Person County Cooperative Extension

Section 2

Stewardship Practices and Achievements

Rogers Cattle Company understands the importance of preserving the natural resources. Johnny and Sharon strive to run a sound beef cattle operation while implementing practices that will preserve and improve the environment surrounding them. Fencing cattle out of water resources, both creeks and ponds, portrays a positive image to the non-agrarian public that drive by the farm. Implementing prescribed and controlled grazing practices helps ensure efficient utilization of the forage resources on the farm while protecting the natural resources through reduction of overgrazed areas. This practice helps limit the amount of soil erosion which can greatly reduce water contamination. Cross fencing and alternative water sources have also been implemented in the livestock exclusion portion of the environmental stewardship practices. The alternative water sources not only protects the environment

but also helps improve overall animal health. Rogers Cattle Company has worked extensively with Natural Resources Conservation Service (NRCS) to implement many of the practices.

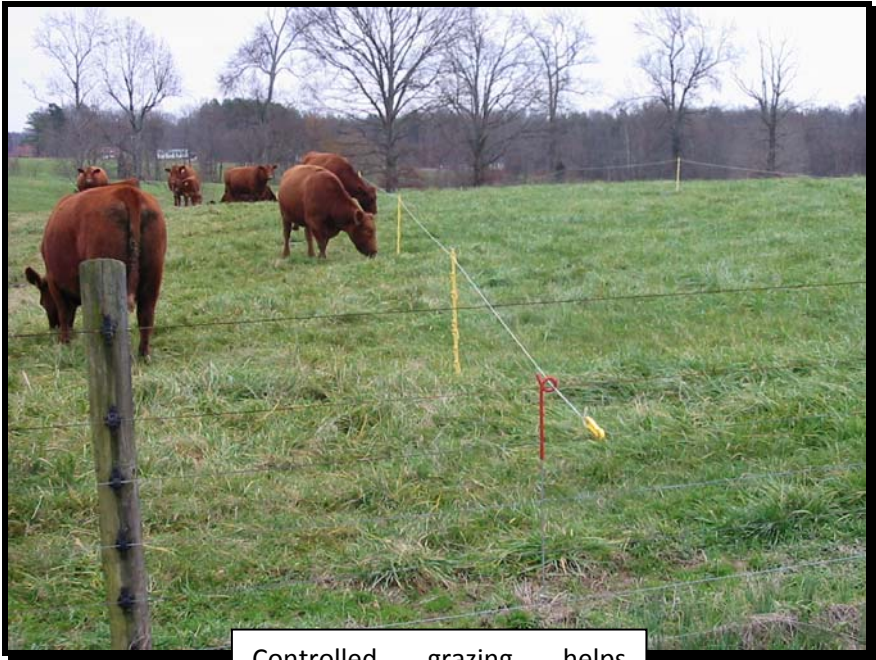
Heavy Use Areas

Heavy use areas were installed at the working facilities at Rogers Cattle Company. Geo-textile cloth with gravel on top contributes to the protection of natural resources. Sheep equipment has been added to the traditional cattle facilities.



With the installation of alternative water sources, heavy use areas had to be incorporated as well in order to prevent sloppy conditions around the waterers.

Controlled Grazing



Controlled grazing helps maintain proper grazing heights of forages. This helps reduce both wind and water erosion thus protecting the land.



Cross fencing was established in order to more efficiently utilize forages. This also provides more even distribution of manure.



Rogers Cattle Company graze pastures containing abundant forage without damaging natural resources.



Controlled grazing, even in snowy conditions, is extremely beneficial for the environment. With these wet conditions, the area around a traditional round bale feeder would have been terribly muddy. This practice eliminates the potential for erosion and runoff in wintery conditions thus protecting water quality.



Even cattle not accustomed to wintery weather can quickly adapt. Grazing stockpiled fescue provides adequate nutrition while more evenly distributing manure across the pasture. This practice reduces soil erosion, conserves natural resources and protects water quality.

Water Management



Livestock exclusion from all surface water has improved both water quality and livestock performance.



Alternative water sources had to be installed once fencing excluded livestock from streams and ponds. Filter cloth and gravel was installed in these heavy use areas to reduce mud and erosion.

Wildlife Habitat

Fencing livestock out of surface water areas has improved wildlife habitats on land tended by Rogers Cattle Company. Deer and turkey thrive in this environment.



Soil Improvements



Maintaining adequate pasture stand is important at Rogers Cattle Company. Reseeding is done to ensure plenty of forage for livestock and to reduce the chance of soil erosion. Soil samples for analysis are taken on a regular basis to maintain proper soil nutrient balance.

Hay Management



Although grazing is utilized as much as possible, hay is sometimes a necessity. Rogers Cattle Company provides a good example of storing hay to prevent nutritional losses during storage.

Johnny and Sharon unroll hay to feed cattle. This encourages more even distribution of manure and more efficient utilization of the hay while reducing the muddy areas typically associated with feeding areas. This improves water quality and animal health.



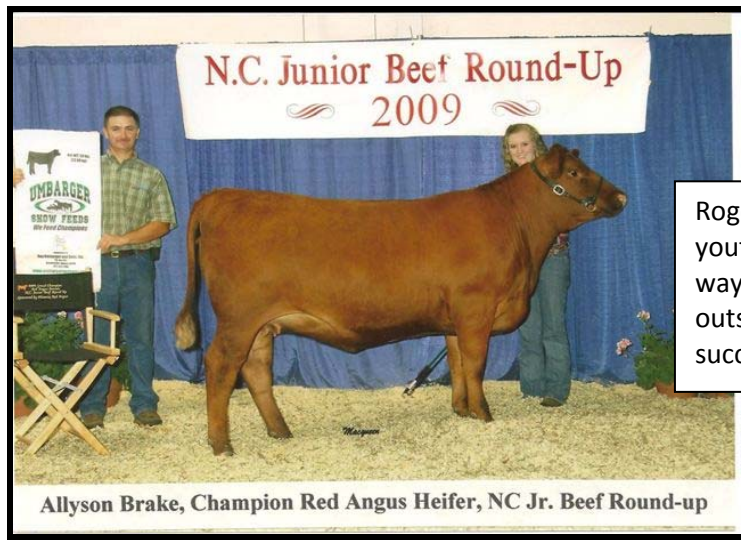
Section 3

Educational Outreach

Johnny is very active in multiple groups and readily uses these opportunities to discuss the environmental practices he has incorporated in order to encourage others to consider doing the same. Johnny and Sharon have had multiple groups, including the Person County Cattleman's Association and the Catawba County Cattlemen's Association to their farm to see the environmental stewardship work they have done. Furthermore, Rogers Cattle Company was a tour stop during the Mid-Atlantic Grass Fed Beef Conference in August 2009 where the forages, marketing and natural resource conservation work was highlighted. Over the winter of 2009-2010, Rogers Cattle Company participated in a Stockpiled Fescue Grazing Demonstration program to show and encourage other cattle producers to consider using stockpiled fescue as a nutritional source for winter feeding of cattle instead of hay.

Youth Education

Rogers Cattle Company has participated in the Person County Cooperative Extension Agricultural Field Day. This event hosts all the county 5th graders and provides them with the opportunity to learn more about various agricultural enterprises. Johnny has judged at various livestock shows and readily passes along his knowledge and love of beef cattle and agriculture. Additionally, Rogers Cattle Company encourages the wonderful knowledge and expertise youth can gain from exhibiting cattle.



Rogers Cattle Company supports youth livestock events in various ways. This is an example of an outstanding RCC animal after a successful show.

Other Agricultural Efforts

Johnny is very active in both the Person County Cattlemen's Association (PCCA) and the Red Angus of Association of the Carolinas and feels the time and effort spent with these two organizations are most significant. The PCCA formed a scholarship committee during his tenure as President. The PCCA awards the Rocky Carver Memorial Scholarship annually to young people who have the desire to pursue a degree in agriculture. The hope is for this scholarship to benefit the youth and also Person County by giving the students the opportunity to learn and grow in agriculture and then return with new information for this area.

The Red Angus Association of the Carolinas was formed to promote the use of Red Angus cattle in the Mid-Atlantic area. Red Angus genetics are very popular in western states and offer tremendous benefits to eastern cattle operations. Two successful production sales and the first Red Angus bull sale in North Carolina were held during Johnny's tenure as president from 2006-2008. As the immediate past president he hopes to continue to expand the use of Red Angus genetics across the Carolinas and increase participation in that association.



Johnny and Sharon Rogers at Rogers Cattle Company are a young energetic couple that works hard to promote beef, agriculture and natural resource conservation. Although all of the pasture land utilized by Rogers Cattle Company is leased, Johnny and Sharon have not hesitated to invest countless hours into incorporating environmental stewardship practices that will ultimately benefit the land as well as future generations of farmers.