



## **WESLEY W. AUSTIN**

### **BIOGRAPHY**

Wesley was born and raised near a small farming community in southeastern South Dakota. Wesley's family has been farming for generations and Wesley grew up loving the farm and wanted to follow in his grandfather and father's footsteps.

Wesley graduated high school and left to join the United States Air Force to serve our great country during the Vietnam conflict. When he came back home he settled on the farm where his father and grandmother lived with the idea to start a life in farming where they experienced the new challenges of farming and saw how things were rapidly changing in the agricultural business.

Wesley made the decision to start learning the new way of agriculture. He went to work for the world's largest beef processor, at the time, Iowa Beef Processors, Inc. At IBP he learned what happens after the animal is harvested from the farm and how it is processed. Wesley was promoted very fast and was soon in middle management with the company overseeing special projects. He worked on the production floor learning the different aspects of processing and merchandising beef.

Wesley went out on his own and started a company called Austin Farms, Inc. Wesley built his company as a vertically integrated business that controlled its products from "conception to consumption." With this business model he could provide farmers with a premium price for their animals and still have a high quality product that was affordable to the mainstream consumer. Wesley discovered that using his vegetable produce experience of his youth he set out on a project to hydroponically grow vegetables in a controlled environment. By taking the effluent out of the waste lagoon on the farm he was able to produce an environmentally friendly liquid that could be fed directly to growing vegetables in a greenhouse using hydroponics. The solids when using this technology were also high in nutrients and could be used as fertilizer for the fields.

Wesley moved on from Austin Farms and sought to create a new company focused on all that he has learned.

Which brings us to the present project of Our Family Farm, LLC.

Wesley formed Our Family Farm to provide nutrient dense, high quality, affordable food for livestock that will offer a superior product to the mainstream consumer. Taking his work ethic, meat science knowledge, hydroponic technology understanding, and business experience is

starting a company with that goal in mind to create a fully sustainable, naturally enhanced product that will benefit both livestock and humans alike.