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Generational Operations in Texas and the Impact on State Culture

Generational ranching and farming operations have significantly impacted Texas culture. When someone thinks of the culture of Texas, you think of ranching, high school football, Whataburger, bluebonnets, and hot temperatures. You think of hard work, traditional family values, and the “cowboy way of life.”

Kirkland Feedyard, based in the small town, Vega, Texas was established in 1983 by Perry Kirkland and his son Robby is now the CEO. Robby’s son Carson will take over the family operation one day.

Founder and Owner of Kirkland Feedyards, Perry Kirkland, stated, “Traditional family values is what Kirkland Feedyards was started on and is what keeps us in business. Without family and the cowboy way of life, we would be nothing.”

Statistics show a large population of people who reside outside of Texas think the state is made of mainly cowboys. Crosswind, a communication firm based in Austin recently conducted a study showing 59% of people who live outside of Texas believe Texans live the “cowboy way of life.”

CEO of Kirkland Feedyards, Robby Kirkland, claimed “Growing up around ranching and farming culture shaped the way you live. There is a specific way cowboys think, and when you are exposed to that from a young age, it is literally the only way to live.”

Generational ranches and operations provide jobs to small communities, opportunities to learn real world skills, and the chance to advance in multiple fields.

Robby Kirkland said, “When I became CEO of Kirkland Feedyards, I knew I was ready to take things over, but I had no idea how much I truly had to learn until I was in charge. I say in charge lightly because Perry is still the one I go to for every big decision on the yard. There is always something new to learn and a new mistake to be made.”

It is obvious that traditional family values and the cowboy way of life is ingrained in every part of not only the Kirkland’s business, but their lives as well. The Kirklands are a great example of what it looks like to be a Texan.

State culture is something most people take seriously, but Texas pride is something known worldwide. When your state is known for some of the greatest country stars ever born, the hard working spirit of the west, and traditional family values, how can you not be over the moon proud of the state you call home.

The Kirklands are proud of the work that they do and they are unafraid to share their story of faith, family, and cattle with anyone who has ears.