

# Pratt cattlemen market steaks, snacks online

**By Ron Wilson**  
*Director of the Huck Boyd National Institute for Rural Development at Kansas State University*

The steak sizzles on the grill as its delicious aroma wafts over the neighborhood. That's a sign of good times, highlighted by a good steak. Today we'll learn about an innovative Kansas beef producer who is marketing his steaks from coast to coast. Thanks to Keith Lippoldt, publisher of the Pratt Tribune, whose article contributed to Kansas Profile this week.

Don and LuAnn Hullman are owners and founders of Dodge City Beef. Don is a cattleman in the Pratt area who has been active in the beef industry. In fact, he was appointed to

the National Beef Board and served for six years.

"I got acquainted with cattle breeders from coast to coast and got lots of good ideas about marketing beef," Don said. "I like good quality steaks. This idea of producing and providing high quality beef has been a dream in the back of my mind for a long time."

The Hullman's cow/calf herd grazes on 10,000 acres of pasture in the Gyp Hills southeast of Dodge City. Weaned calves are pastured on wheat until they reach 800 pounds and then moved to the Hullman farm in Pratt County where they are fed whole corn and hay. The finished product is an all-natural, 21-day dry-aged Angus beef free of growth hormones and medicated feed.

In 2007, the Hullmans established a website to market frozen cuts of their beef. One question was, what to call the business? Don said, "On the east coast, they barely know where Kansas is. They don't know about Wichita and they sure don't know about Pratt. But Dodge City is a recognized name because of all those years of Gunsmoke being on television."

So after checking with the city fathers in Dodge City, the Hullmans named their business Dodge City Beef. The website was established as [www.dodgecitybeef.com](http://www.dodgecitybeef.com).

The website tells about the Hullman's cattle operation and the various products for sale, including filets, rib eyes, KC strips, sirloins, and roasts, plus snacks such as beef

sticks, jerky, and summer sausage. "Those kinds of snacks are usually made from whatever's left on the table after the good cuts have been removed," Don said. "We've gone the other direction. We use high quality beef round, eliminated MSG and nitrites, and produce a high quality, low fat snack."

In 2010, the Hullmans opened a retail sales location in Shawnee a Kansas City suburb. In regard to the store, Don said, "I am shocked at the success. The locals have backed us tremendously."

The store is managed by daughter Heidi. Meanwhile, son Shan is a veterinarian in Pratt. Shan and his wife Shelley also manage the genetic development, health, and nutrition of the cattle, while the Hullman

grandchildren are the third generation involved in the business.

"A hundred percent of the beef comes from our own herd. We ship a lot of beef to the east and west coast. It's a high end product that we ship from North Carolina to California," Don said.

That's impressive, considering that this beef comes from a truly rural setting. After all, the Hullmans come from near Pratt, which is a town of 6,495 people. That's rural - but there's more. The Hullman farm is actually located near Luka, a town of 184 people. Now, that's rural.

This rural setting produces wonderful meat. The whole corn ration is not as efficient as traditional feeding programs, but it produces delicious tasting beef.

"This is meat like grandmother and granddad used to have," Don said. "A man in Kansas City who had tried the meat wrote in his blog that this was the best steak he had ever eaten. One of his readers saw this and drove 45 miles to buy some for himself. I believe once they taste it, they'll be back."

The steak sizzles on the grill as family and friends prepare to enjoy some high quality Kansas beef. We commend Don and LuAnn Hullman and all their family for making a difference in producing and marketing this quality product. Adding value to our rural Kansas products is important, because the stakes are high.

# K-State offers training videos to beef producers

A series of online videos sponsored by Kansas State University can help beef producers and processors keep pace with changes in most every step of the production cycle.

As part of its Beef Quality Assurance Program, K-State's Beef Cattle Institute has expanded to an additional website, [www.animal-caretraining.org](http://www.animal-caretraining.org). The program is a training system for beef producers, handlers and processors.

Dan Thomson, an associate professor in the Department of Clinical Sciences in K-State's College of Veterinary Medicine, as well as the director of the institute, said the program's roots are in K-State's

Targeted Excellence Program.

"Of all the things done at Kansas State University," Thomson said, "What should the university really focus on? What should the university really achieve national, or even international leadership in?"

"When it comes right down to it, if we aren't doing a great job with the beef industry, or serving the beef industry, that's probably something that would be considered 'inadequate' at Kansas State University."

Thomson said the program educates workers in all sectors of the beef industry, from new hires to the seasoned veteran, and fills in

the gaps created by dwindling resources.

"We're running low on people, time and opportunities for face-to-face meetings to actually carry out some of this training," he said, "so to augment or supplement some of this ... we have produced a series of online training modules."

The program is entirely self-paced, he said. Participants can log in and watch videos as many times as they like, 24 hours a day. The topics covered in the training modules continue to evolve, as participants return to the site, seeking further training.

The program includes 150 train-

ing modules, ranging between five and 10 minutes in length.

To access the training, a user should go to [beefcattleinstitute.org](http://beefcattleinstitute.org) and select "Animal Care Training" in the lower right corner. Payment for the modules can be made with a credit card, or an invoice can be mailed to the subscriber.

Each module ends with a short quiz. At least 80 percent of the questions must be answered correctly for a passing grade. The subscriber will then be e-mailed a certificate with his or her name on it, to document completion of that module.

"Not only do we maintain that diploma for them electronically,"

said Thomson, "but we also develop a transcript for each employee or producer who wants to take part in this."

He added that the online modules convey ideas and techniques that books and other printed materials can't adequately demonstrate.

"I'm not a very good learner from just reading a book," Thomson said. "Audio/visual, to me - if I can not only hear it, but see it - that is the most effective way to train. And with today's media, it's just a no-brainer."

But perhaps the biggest reason for the online approach? Convenience.

"We've seen producers doing this during the noon hour," Thomson said. "We've seen them doing this at midnight. We've seen them participating at all times during the day."

He said he's noticed feed yards setting up virtual training centers for their employees, complete with workstations and satellite or high-speed Internet connections. This allows employees to schedule training into their workdays.

While the focus of the program is beef cattle, he said, the site also includes training modules for dairy cattle and horse care.

## Sheriff investigates rollover on old U.S. 24

On Wednesday, Sept. 8, at 12:49 a.m., the Sherman County Sheriff's office was dispatched to a rollover on old U.S. 24 and County Road 24 three miles east of town.

The driver, Eric Ross, 18, Goodland, was traveling west on

old U.S. 24 when he lost control of the vehicle and rolled coming to rest in the north ditch.

Passengers of the vehicle were Kathryn Craft, 20, and Jess Long, 26, both of Goodland. Craft was transported to the Goodland Regional Medical Center.

## public notice

### IN THE DISTRICT COURT OF SHERMAN COUNTY, KANSAS

In the Matter of the Estate of MAX ALDERMAN, Deceased

No. 10 PR 03  
Petition Pursuant to K.S.A. Chapter 59

### NOTICE OF HEARING ON PETITION FOR FINAL SETTLEMENT

THE STATE OF KANSAS TO ALL PERSONS CONCERNED:

You are hereby notified that on the 15th day of September, 2010, a Petition for Final Settlement was filed in this Court by Deanna Kay Alderman, as Co-Executor of the Estate of Max Alderman, praying for a final settlement of the estate, approval of her acts, proceedings and accounts as administrator, allowance for attorneys' fees

and expenses, and for determination of the heirs entitled to the estate.

You are hereby required to file your written defenses thereto on or before the 11th day of October, 2010, at 10:00 o'clock A.M., on said day, in said Court, in the City of Goodland, in Sherman County, at which time and place said cause will be heard. Should you fail therein, judgment and decree will be entered in due course and upon said petition.

Deanna Alderman,  
Co-Petitioner

VIGNERY & MASON L.L.C.  
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Attorneys for Petitioner

Published in The Goodland Star-News, Friday, September 17 and 24 and October 1, 2010.

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### IN THE DISTRICT COURT OF SHERMAN COUNTY, KANSAS

In the Matter of the Estate of JACK KAMPER, Deceased

No. 10 PR 02  
Petition Pursuant to K.S.A. Chapter 59

### NOTICE OF HEARING ON PETITION FOR FINAL SETTLEMENT

THE STATE OF KANSAS TO ALL PERSONS CONCERNED:

You are hereby notified that on the 14th day of September, 2010, a Petition for Final Settle-

ment was filed in this Court by Sally Koepke, as Administrator of the Estate of Jack Kamper, praying for a final settlement of the estate, approval of his acts, proceedings and accounts as administrator, allowance for attorneys' fees and expenses, and for determination of the heirs entitled to the estate.

You are hereby required to file your written defenses thereto on or before the 8th day of October, 2010, at 10:00 o'clock A.M., on said day, in said Court, in the City of Goodland, in Sherman County, at which time and place said cause will be heard. Should you fail therein, judgment and decree will be entered in due course and upon said petition.

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Sally Koepke,  
Petitioner

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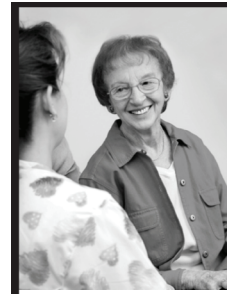
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