

**UPPER**  
*Iowa Beef*  
**Producer Spotlight**



If today's youth are our future, rest assured that we are in good hands.

Twin brothers Ethan and Trevor Peterson always feed a pen of cattle as a project on their rural Ionia, Iowa farm. Hand chores and carrying 5-gallon buckets have instilled a good work ethic and "can do" attitude that the brothers put to good use by participating in football and wrestling as Seniors at Charles City Community High School. Their superior animal husbandry skills are learned from their father, Bob Peterson, and their great-grandfather, Clair Lane. Treat the livestock well, and the livestock will treat you well in return.

On a recent delivery to Upper Iowa Beef, the brothers delivered 29 steers averaging 1,597 lbs on the Upper Iowa Beef scale. These high-quality cattle were harvested, processed, packaged, and sent off to our domestic and export distribution partners, who deliver to nine countries.

Upper Iowa Beef is fortunate to work with some of the best beef operations in the Upper Midwest, such as the Peterson Brothers. Their hard work and dedication to the beef industry are appreciated.

*Know your farmer. Know your beef.*



**www.UpperIowaBeef.com (563) 566-2202**

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