



## Producer Spotlight



### JKL Farms Riceville, Iowa



#### A NEW PATH FOR FIRST-GENERATION FARMERS

Most of our producer spotlights talk about generational farms. But for Lyle and JoLynn Eastman of Riceville, Iowa, their farming story has a different beginning. The Eastmans were in the construction industry, but they were hooked after raising a bucket calf for the county fair. So they moved to the country and now raise 50 head of cattle. Lyle works a day job off the farm, and JoLynn is a teacher in the community school.

#### UPPER IOWA BEEF, HELPING THE FAMILY FARM

The Eastmans appreciate Upper Iowa Beef meeting the needs of the small family farm. Most packing plants won't take goosenecks of cattle, but when you raise 50 head, smaller loads are vital to the operation's profitability.

#### LESSONS FOR THE NEXT GENERATION

Lyles wishes every kid could live and work on a farm because raising cattle teaches necessary lessons such as responsibility and understanding the food cycle. **"[Farming] just gives a whole different view and respect on life,"** says Lyle.

Upper Iowa Beef works with over 500 independent family farmers such as JKL Farms. We appreciate you trusting UIB for your cattle market needs as you develop your cattle legacy. *Upper Iowa Beef, from our family to yours.*

