



## Travis McNiven

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From applying beef cattle genetics in Nebraska, to researching Agricultural Policy in Washington, D.C., to consulting an International Agribusiness firm in Ireland, Travis McNiven is proactive in the agricultural fields of science, policy and business. Born and raised at the base of the Wind River Mountains near Lander, Wyoming, Travis began his climb up the agribusiness ladder early. Always the agricultural entrepreneur, Travis's parents tolerated his early business ventures of chickens, rabbits, goats and dogs before expanding to sheep, pigs and cattle in Future Farmers of America (FFA).

At age 14, Travis moved to Mesa, Colorado. There he assisted with management of 350 commercial and 25 purebred cows. This two year experience solidified his interest in the beef industry. Returning to Wyoming, Travis started Rocky Mountain Gelbvieh with 10 cows, lots of energy and his first bank loan. Rocky Mountain Gelbvieh is now a registered seedstock business providing consultation in management, marketing, genetic selection, order buying, grazing systems and crossbreeding programs for clients.

After serving a two-year LDS mission in Australia, Travis enrolled at Utah State University. While enrolled, Travis served two years as President of the College of Agriculture Student Ambassadors, Vice-President of the USU Cattle Club, two terms on the Wyoming Gelbvieh Association's Board of Directors, expanded Rocky Mountain Gelbvieh and worked for doctors Randy Wiedmeier and Don Snyder in the Animal, Dairy, and Veterinary Sciences and Economics Departments, respectively. Travis graduated Magna Cum Laude, majoring in Animal Science with minors in Political Science and Agribusiness. While attending USU, Travis received more than 15 scholarly awards and honors (in addition to publishing manuscripts).

Never one to pass up an opportunity, Travis accepted an internship in the sand hills of Nebraska his senior year. There he gained a wealth of knowledge concerning management and genetics while working the 700 head seedstock herd of the Rex Ranch, owned by Farm Management Corporation (FMC), the largest commercial cattle owner in the United States.

Following, Travis gained valuable policy experience in domestic and international agribusiness while working for Wyoming Senator Mike Enzi in Washington D.C. His experience there led him to pursue additional education overseas.

Accepted into the International Masters of Business Administration in Food and Agribusiness at the Royal Agricultural College in England, Travis graduated and returned to the United States with his MBA to perform market entry research and consultation services for TraceAssured, an International Agribusiness firm based in Ireland.

Today, Travis is actively involved in America's Cowboy as he applies his experience in genetics, policy and business to assist the growth of clientele across the nation.