



WD Farr: Cowboy in the Boardroom (Paperback)

By Dr Daniel Tyler

University of Oklahoma Press, United States, 2012. Paperback. Book Condition: New. Reprint. 228 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Always a better way was WD Farr s motto. As a Colorado rancher, banker, cattle feeder, and expert in irrigation, Farr (1910 2007) had a unique talent for building consensus and instigating change in an industry known for its conservatism. With his persistent optimism and gregarious personality, Farr s influence extended from next-door neighbors and business colleagues to U.S. presidents and foreign dignitaries. In this biography, Daniel Tyler chronicles Farr s singular life and career. At the same time, he tells a broader story of sweeping changes in agricultural production and irrigated agriculture in Colorado and across the West during the twentieth century. WD was a third-generation descendant of western farming pioneers, who specialized in sheep feeding. While learning all he could from his father and grandfather, WD developed a new vision: to make cattle profitable. He sought out experienced livestock experts to help him devise ways to produce beef year-round. When World War II ended, and the troops came home tired of wartime mutton, the beef industry took off. With his new innovations...



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