

Roots in FEEDING

By Codi Vallery-Mills

Feller Cattle Co. has a history of feeding cattle in Nebraska. The family tree of cattlemen invested in feeding livestock in the state spans back to the turn of the 20th century – and Jordan and Drew Feller are proud to be able to add their names to the list.

Jordan and Drew are eight years apart. They talk several times a week, have a good relationship and common drive to “get things done.”

The brothers credit their dad, Tom Feller, with getting them started in the cattle business. At a young age, both men spent time at the feedlot doing everything from cleaning water tanks to later running equipment and helping make management decisions. Their time spent in 4-H and FFA deepened their appreciation for quality cattle and leadership skills.

Tom Feller has been the two’s great influencer. “The great thing about him is he lets us learn in our own way. He would let me make some mistakes and we would talk about it and the goal was to not recreate the same mistake again,” Jordan says.

Jordan serves as general manager for the feedlot – conducting cattle procurement and order buying daily – but also helping with decisions like the installation of a steam flake mill.

“We had talked about it a long time. It’s quite the investment, but it has been a big benefit to us. Our cost of gain and conversion is better, and our customers will benefit,” Jordan says of the mill.

Drew adds that he and Jordan likely have nighttime dreams about efficiency. “As the next generation, we have goals and dreams about how we can become the most efficient machine.”

While Drew isn’t at the feeding operation daily, he still helps when he can and plays a role in its success. Two years ago when the opportunity came about to work for the American Angus Association, Drew says he talked with his family and all decided it would be a smart move.

“The reality is it can be hard in the

agricultural industry to have multiple kids come back to the family operation and have it be viable for everyone. Different opportunities have to be considered and this was an opportunity we thought would benefit everyone,” Drew says of his Angus role.

As a regional manager with Angus, Drew routinely sees quality cattle that would fit into the Feller cattle feeding program. “When that happens, I call up Jordan and tell him he might want to check into a certain producer’s cattle,” Drew says.

“And I do,” Jordan says. “That has been so helpful. I’m not sure Drew realizes how much so.”

Future Ahead

With a prime location – seven packing facilities are within reach of Wisner, Neb. – the Feller brothers are both optimistic about the future of their family’s cattle business. The feedlot has 13 employees and averages 20,000 head of cattle on feed. The bulk are Angus and Hereford influenced cattle that come from the region but also states as far away as California and Kentucky.

Jordan says they will continue to feed cattle to the best of their abilities while helping customers ride out the volatile market swings. Drew is also intent on seeing to it that his Angus clients are finding the best markets for their genetics.

As fifth generation cattlemen, both of the brothers like to visit with (and know the value of learning from) others in the industry. “The network we have is great. I like to be able to call up someone and bounce ideas off of them,” Jordan says.

“It has been cool to see how passionate cattle people are and how much they are trying to make their genetics that much better. They are living and breathing genetic progress,” Drew says. “I’m proud that we get to play a role in that.”



Jordan & Drew Feller

- Jordan, 36-years-old; Drew, 27-years-old
- Manager at Feller Cattle Co. & Angus Regional Manager

Education: Graduates of the University of Nebraska-Lincoln

Background: Jordan and Drew Feller grew up in their father’s cattle feeding business. At an early age, you could find each of the men learning the ropes of feeding and caretaking for cattle from their father and longtime employees. Today, Jordan manages the Feller Cattle Co. feedlot operation while Drew works for the American Angus Association as a regional manager.

Jordan: Married to Megan; son, Barrett. He is a 2004 graduate of the University of Nebraska with a diversified ag and animal science degree. He is a board member of the Cuming County Feeders Association and Nebraska LEAD Class 34 alumnus.

Drew: Wife, Morgan, and daughter, Mila. He is a 2013 graduate of the University of Nebraska with a degree in animal science. He is involved in the Lion’s Club and Nebraska Cattlemen’s Association.

Tough Enough: Jordan and Drew Feller say there are certain categories that ag producers will have to be tough enough for. One is consumer understanding of agriculture and how it can sway everything from trends to policy. Taxes, capital and labor are the next big three impacting the future generation of agriculturalists.

Next Generation: Both brothers just had their first children in 2017 and 2018. “It’s fun and exciting, but it also gives you a different outlook on where you are in life and building a legacy for them,” Drew says.

Downtime: What do a feedlot manager and an Angus rep do for fun? They like to spend time with their families at the lake, traveling or taking in sporting events.

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– Drew Feller