

CASE STUDY:

Bart Simmons, 2S Ranch

Ranch Overview:

Bart Simmons and his sons, Trent and Andrew, operate 2S Ranch in Palo Pinto County, Texas. For nearly 20 years, 2S Ranch was a stocker turned conventional cow-calf operation. Today, the Simmons' continue their cow-calf operation, exclusively producing direct-to-consumer grass-fed and finished cattle. After focusing on grass-fed production, the Simmons' evolved toward regenerative management to honor their strong connection to the land.

“ **The big takeaway I had, because I'm a little more of a business guy, is that there was an opportunity to lower your inputs into the ranch, and that could really boost your profitability while simultaneously improving soil health, grass health and increasing carrying capacity.**” — Andrew Simmons

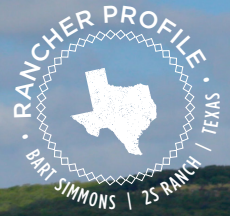
Regenerative Journey:

The ranch started in 2001 as a conventional stocker operation. Over time, the family's business model evolved from conventional stockers to cow-calf. Then it evolved again to focus on grass-fed and finished cattle. Their current operation is built around a direct-to-consumer approach with a small storefront in Dallas, Texas, and an online presence that ships across the continental United States.

In the early 2020s, Trent became drawn to a slightly different production model — regenerative management. Through a course at Noble Research Institute, Trent became steadfast in his conviction that the ranch should transition their management.

When considering a transition to regenerative, the Simmons family faced skepticism from neighbors and friends about the practicality for ranches in their area. At the same time, while the costs of inputs continued to rise, more customers at their Dallas store asked about the ranch's management philosophy. Trent felt strongly about the new approach and, with the support of Bart and Andrew, took the first steps to modify the ranch's grazing structure. In December 2024, the Simmons' strung up their first poly wire fence and began adaptive multi-paddock grazing.

Their direct-to-consumer business has been built and refined over 15 years by responding to shifting consumer expectations. Bart notes that in the past, customers prioritized breed — especially Black Angus — but today's consumers, especially younger families, ask more about production practices, animal health and land stewardship practices. That feedback helped ease Bart's concerns about this new management style.



Stewardship & Ranch Management Philosophy:

For 2S Ranch, ranching is about more than producing beef. Their stewardship approach prioritizes:

- **Healthy grasslands:** Managing cattle in a way that sustains soil, forage and water resources.
- **Consumer connections & education:** Sharing the ranch story and helping people understand that beef quality and ranching success involve more than just breed labels.
- **Transparency & adaptability:** Responding to changing market demands and consumer values, especially the increasing demand for responsibly raised, sustainably managed beef.
- **Generational legacy:** Keeping the land and ranch operation resilient and productive so it can be handed down to the next generation.



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2S Ranch.