

CASE STUDY:

Michael Vance, Southern Reds

Ranch Overview:

Michael Vance and his family manage Southern Reds, LLC, a regenerative Red Angus seedstock and grass-fed beef operation, where livestock and wildlife thrive side by side. Their ranch, near Palestine, Texas, serves as a living model of how agricultural production and wildlife conservation can complement one another rather than compete.

Southern Reds, LLC supports abundant deer, turkey, quail, geese and other wild species, all benefiting from intentional grazing management and habitat restoration. Rather than viewing hunting simply as a revenue stream, Michael uses it as a tool for education, connection and relationship-building — bridging the gap between producers, consumers and policymakers who are often far removed from working lands.

“**The biggest issue in the entire world right now, in my opinion, is people are not connected to dirt. It’s our responsibility as landowners and land managers to create those opportunities. Our hunting needs to bear fruit — not just in trophy size, but in ecosystems, experiences and relationships.**” — Michael Vance

Regenerative Journey:

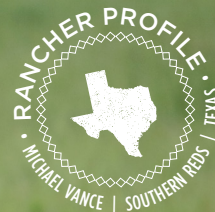
Vance describes his family’s approach as regenerative “before it was cool.” For more than a decade, they’ve worked to operate as a complete ecosystem, focusing on soil health, water infiltration, plant diversity and balanced grazing pressure. That systems mindset naturally expanded to include wildlife management, which the life-long hunter sees as an extension of regenerative agriculture.

Through carefully managed grazing, cover cropping and habitat enhancement, the ranch provides natural forage for both livestock and wild game. “We planted 2,000 acres of cover crops — essentially food plots — and we’re seeing better flavor in the wild pigs because they’re grazing regenerative plants,” Vance explains. “It’s a high-value protein without any extra inputs.”

What began as a ranching operation has evolved into a platform for education and outreach. By welcoming hunters, landowners and other guests to the ranch, Vance creates opportunities to demonstrate the benefits of regenerative practices firsthand. Those experiences often transform perspectives — many guests arrive believing that wildlife must be fed to thrive, but leave with a new understanding of how healthy ecosystems naturally produce abundance.

“I’ve had people come in thinking you have to feed deer to have big horns. When they get here and see how we operate, they realize there’s so much food naturally — they see more deer than ever.”

Over time, these experiences have led to deeper relationships with customers, partners and neighboring landowners. Some hunters have even become long-term collaborators, offering grazing access or investment opportunities once they witness the ecological improvements on the ranch.



Stewardship & Ranch Management Philosophy:

- **Operate as an ecosystem:** Manage cattle, wildlife and vegetation as interconnected components of the same regenerative system.
- **Leverage hunting for connection, not competition:** Use guided hunts and on-ranch experiences to educate, build trust and inspire support for regenerative agriculture.
- **Rethink recreation:** Move beyond traditional leasing models to focus on meaningful, educational and relationship-driven hunting experiences.
- **Influence perception:** Demonstrate that cattle ranching and conservation can coexist, shaping a more accurate public view of agriculture’s role in land stewardship.



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Michael Vance.