

CASE STUDY:

Paul Bush, Circle PK Farm & Ranch

Ranch Overview:

Paul Bush operates a small but thriving farm — Circle PK Farm & Ranch — in central Arkansas, where he raises sheep and cattle for custom butchering. Though not his primary source of income, Bush approaches the farm with the mindset of a full-time steward — committed to producing healthy, natural food while improving soil health for future generations.

His operation balances livestock production with personal purpose. He views the farm as both a food source and a form of therapy — “a hobby that gives back,” he quips. Rather than focusing on quick returns, Bush invests in long-term improvements to his land, soil and livestock health, building a legacy for his children and grandchildren.

“**Not everything worthwhile hits your pocketbook. I’m improving my soil, my food and my peace of mind. When my grandson can help move cows on this land someday — that’s the real payoff.**” — Paul Bush

Regenerative Journey:

Bush’s regenerative journey began in the early 2020s, when he first heard about the University of Arkansas’s 300 Days of Grazing program. At the time, local producers dismissed it as unrealistic — but that skepticism shifted after a chance meeting at a feed store with a former county extension officer who had embraced regenerative management practices. Encouraged to learn more, Bush began studying regenerative agriculture pioneers like Dave Brown, connecting with Noble Research Institute and eventually attending Noble’s regenerative grazing and soil health courses.

Through these experiences, Bush found both knowledge and community. A major turning point came when he realized the inefficiency of traditional hay production.

“When I saw two-thirds of my hay bales being driven off the property [by the hay maker], I just sat there and thought — there’s got to be a better way.”

Since then, Bush has focused on adaptive grazing and stockpiling forage instead of relying on cut hay. He’s also diversified his pastures with multi-species seed mixes — moving away from monocultures like Bermuda grass to promote a more resilient, biologically active soil system. Though the first planting was lost to drought, his second attempt — with sorghum-sudan and other species — transformed the pasture, improving soil structure and shading out weeds without chemicals.

Today, Paul describes himself as a student of the land, continually experimenting, learning and adapting his management.



Stewardship & Ranch Management Philosophy:

- **Work with nature, not against it:** “The way the good Lord made the earth — cows need grass as much as grass needs cows.”
- **Quality over quantity:** Fewer cows and lower inputs can yield better profit and healthier land.
- **Legacy mindset:** Sees soil improvement, clean food and education as the inheritance he’ll leave for his children and grandchildren.
- **Experiment & learn:** Embraces failure as part of progress — testing new species, observing changes, and adjusting without fear of mistakes.



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Paul Bush.