

Ranchers Host Top Kansas City Influencer

An individual named one of Kansas City's top social media influencers of 2018 recently spent a day with two Kansas ranching families. Kasim Hardaway, who is well-known on Instagram, toured the operations of Kansas Top of the Class alumni Arturo and Wrenn Pacheco, Pacheco Cattle Services, and Isaac and Jill Carr, 8 Bros Land & Cattle. During the checkoff-funded visit organized by the Kansas Beef Council, the Carrs provided a tour of their backgrounding and feedyard operation. The Pachecos then provided a horseback tour that included checking on the well-being of pasture cattle. Hardaway's visit concluded with a beef lunch and an opportunity to ask any questions about beef production methods and ranching. "From learning the process of backgrounding to finishing, I never knew how intricate and multi-faceted the cattle industry is," said Hardaway. Hardaway aspires to be the go-to Kansas City authority and has worked with brands including Price Chopper, Omaha Steaks, Whole Foods and Nebraska Furniture Mart, among others