

# Groundbreakers Episode 4: Transcript

**ANNOUNCER** - Welcome to groundbreakers, stories of rural innovation, the podcast that takes you into the heart of agriculture, exploring the cutting edge technologies and innovation practices shaping the cattle industry today, hosted by Ethan Cantrell, dealer, relations manager at MJE livestock equipment. Each episode brings you inspiring stories from the high plains and beyond. Whether you're a cattleman, rancher, dairyman, or simply passionate about the rural life, groundbreakers is here to bring you stories that are transforming agriculture. Get ready to be inspired by today's pioneers in the ag world.

**ETHAN** - Hey guys, welcome back. It's Ethan Cantrell with MJE Livestock Equipment, and today we're going to have a very special guest with us, Bradley Birchfield of OK brand steel and wire. Bradley, welcome to the show.

**BRADLEY** - It's nice to be here. Ethan. I appreciate you letting me come on and kind of talk about what we do.

**ETHAN** - Yes, sir. Now I'm super excited for us to to dive into some topics this morning, and kind of go through some stuff, and what y'all bring to the market, and how y'all help, and how our companies work together to help solve problems that everybody seems to be facing nowadays. Before we get started, can you give a little personal background and a view and your company and kind of where y'all are and where you came from and how you ended up where you are today.

**BRADLEY** - Yeah, so Ethan, I grew up in Medill, worked at Oklahoma, still for 44 years, something like that. I grew up always thinking, you know, just I want to get out of Medill, Oklahoma, and I want to want to go somewhere else, do something different. And went to school at Oklahoma State, where I studied AG, business and economics, and worked at a bank, did a few other things, and it just really kind of wasn't what I wanted to do. You know, it's kind of more of a mundane thing that every day and and I had the opportunity to come back to me deal and work at Oklahoma Steel, and kind of, you know, go travel the US, and kind of tell everybody about what we do here and and how we operate and who we are, and kind of a test our products. And, you know, I grew up in a in an ag background, and I was in FFA, and I did the public speaking, and I showed livestock. I was around the rodeo, you know, events and the things like that back when I was younger. And, you know, anything in the ag industry, really, it's one of those things where once you're in it, you kind of always are in it. That's one of the best groups of people that we've ever, you know, that I've ever been with, so to go into that and work with the people in the ag industry through Oklahoma still was really important for me, because it it kind of let me continue that path that I've been on for so long, talking to those people in the industry and and then trying to help them make solutions to to some problems that they had, as far as the fencing industry. So, I mean, that was kind of my history, coming back to Oklahoma, still Medill area, but Oklahoma still has been around since 1979 we we're kind of the, what I would say, the American dream company. They started, basically, they had a they had a steel mill in Iowa, in the I believe it was the 60s, but I'm not real sure on that, you know, and wanted to be closer to Texas, because that's where he grew up. And he really wanted to be closer to the port in Houston, because at the time, that was the freight hub for most of the steel coming in the United States, when he was looking and he just wanted to make a track back down there and buy some property. And it's funny how the ag industry works, and the livestock showing and the friends that you make and the people that you meet throughout the industry. And it

was funny that the BL met a name, met a guy named Hal Courtney at the American Royal there in Kansas City. And, and they actually, it was funny. They got to talking about a little property in Marshall County, Oklahoma, owned by doc Watkins that owned WW trailers back in the day and, and he had just opened a new facility. So, so his old facility was vacant at the time, and that's where they had some galvanizing lines put in and a panel welder. And, you know, it was a super accomplishment to get one truckload of cattle panels made up and and and sold. I mean, that was a that was a celebration to the to the family and owned Oklahoma Steel, and they just kind of continued on that, because there was such a need for for fencing in the United States that they continued to add machines and things like that. We progressed. Think it was around 2004, we kind of took that progression a little further and put in a rod mill, which kind of supplied us with a steady supply of wire rods, which is the main, one of the main inputs for still wire production facility. And then kind of past that we went to, I think 2011 kind of ended the trifecta. BL, kind of made us dream come to fruition by adding the melt shop, which kind of put us more into a vertically integrated facility. It's not necessarily, you know, fully integrated, just because we don't mine iron ore and different things like that. We We melt scrap and turned into billets, and then billets to Rod, rod to wire, and then wire to finish goods such as barbed wire filled fence and livestock panels. So, you know, we've, we've definitely grown from 1979 to now, and we have facilities, both here in Medill and Centerville, Iowa, that make ag facilities. And I, think right now, we're probably the, the industry leader in, in, AG, fencing out there.

**ETHAN** - So, no, that's, that's super cool. And y'all do get to have a really cool outlook on it. And, and it's neat that y'all are y'all, y'all do it from beginning to end, and, and it's been built from the ground up. I mean, like you said, that's, that's the American story, right there. And that's, that's so cool that that y'all have that story, but yet it's still a company where, you know, you can talk to anybody that's above you, and you feel comfortable dealing with them. It's, it's still a family, family feeling. And so I'm sure that's a great feeling for you as an employee working there, too.

**BRADLEY** - Oh, absolutely. I mean, the family that owns Oklahoma steel wires is a one in a million, and they truly care about their employees here. And I know there's a lot of companies out there that say that and but they really do. I mean, you can tell it by the tenure that we have here at Oklahoma still, you know, my dad being one of them, 40 some odd years, we've got multiple 40 year, 30 or 20 year employees and and I think that speaks, you know, testaments to to who they work for and the company that that's being ran by. So it's really a great place to work.

**ETHAN** - That's awesome. And like I mentioned while ago, you get to have a pretty cool outlook on it, and kind of your view of the industry from, from where you're at. And it's no secret that farmers and ranchers nowadays are facing new challenges every day and and new stuffs popping up. What do you think some of the most common challenges facing farmers and ranchers, regarding fencing and fencing materials nowadays are, you know, one of the biggest things as far as fencing materials, is getting your hands on it.

**BRADLEY** - I mean, that's going to be one of the biggest ones. You know, production, production, as we saw it, especially back in 2020, to now, you know, production was limited. There was a peep. There were people buying a lot of it. And you see a lot more land being bought and sold and parcels broken up. So you have a lot more fence going up, you know, a lot of smaller tracks. You're talking more what we would call like a ranch at 510, acres, things like that. So there's a lot more fence being sold, you know. And your dealers, you know, post 2020, to now, you know, they would stock large, large amounts, and you could go and decide, hey, you know, got some free time. Thursday, Friday, I'm going to go pick up all my supplies, and I'm going to, I'm going to get the fence built. You know, Saturday, Sunday, well, I've

got some time. And, you know, the the market kind of, when it took a turn and people were buying so much fence and things like that, it a little bit harder, but you had to plan a little further out to do those jobs. Contractors same way. So it is harder than the price, you know, especially with anything to do with agriculture based living. I mean it the price dictates everything, and offense is definitely an investment nowadays. I mean, it is truly an investment because it takes a lot of money to be able to put that investment to work for you and to keep a good, safe barrier for your livestock, your family, your property. So it makes a makes a big difference when they're out there having to spend so much money, especially if you hire a contractor, because about a foot, you know, it doesn't seem so bad, but when you've got large tracks of acreage, I mean, it's going to cost you quite a bit. And and we try to do everything we can as a domestic manufacturer to to help keep those costs down. And we work through distribution, and we don't sell direct. And I know that the mindset is that if I could buy it direct is cheaper, not necessarily. You know, we've gotta melt about 60 tons every 40 minutes to an hour. So to do that, we have to move that volume to all of our our retail customers, as far as dealers out there in the United States. So those are. A couple of the big ones. And then, you know, you always have market downturns, whether they're farming, ranching. So I mean it, it all goes into effect when you're in the ag industry. I think you all know that there at MJE, because when y'all manufacture gates and livestock equipment and things like that.

**ETHAN** - yes, sir, yeah, we, we definitely experience those same ups and downs and things that you're talking about on that, and we always like to, like to dig into how people are innovating our industry and helping to grow our ag community. And how do you think that Oklahoma Steel being innovative over the years and adding and growing and getting to the point that they are now. How do you think that has helped y'all stay competitive in the industry?

**BRADLEY** - You know, staying competitive in the the wire industry is number one. The customers have to trust the product that they're installing. And I think that that trust is not easily gained, it is easily lost. So you have to take that into account. Because, again, you've got to make sure that if somebody puts up a barbed wire net, wire fence, what have you I mean, they're looking to when they go to sleep at night. They want to make sure that fence is there to keep their livestock in and the predators out. I mean, that's a really big deal, and trust is a huge factor in the wire market. So they, you know, we have to innovate those products throughout time. I mean, you know, back in the day, a hinge joint field fence, man, that was, that was like, technologically advanced in net wire fencing. That's a big thing, and we've kind of innovated ever since then. You've got pretty much three knots that have kind of been an advancement every time. So we had the hinge joint fence, and then we had what we call a square knot fence, or like a stiff stay fence. So that adds a solid horizontal and solid vertical wire, and it gives that fence vertical rigidity. So, you know, that kind of help with what we would call, like a cording down under pressure, and then the next step from that would be, like a fixed knot technology. It came over from New Zealand, and that's kind of what's taking a hold now, is the high tensile fixed notproducts, and as well as, like, high tensile barbed wire, low carbon barbed wire, things like that. And it definitely makes a big difference with a company that's willing to innovate, because there are some out there that, you know, they haven't changed the change the path and and we want the products that we manufacture to work for our customers. I mean, that's at the end of the day. People think that we, you know, we just want to sell fence and things like that. We want that fence, because we do understand its investment. We want it to last as long as it possibly can. And we manufacture all those products, because the array that the customers use, yeah, a hinge joint field fence may be the perfect product for you, but what if it's not? You know, we want to make all the products for all the customers that that can hopefully, you know, they can hopefully maintain and keep that goal that they had in mind.

**ETHAN** - for sure. Yeah, no. And, and that's the biggest deal is, is keeping the customer happy. And, and, like you said, your reputation as a company, it's, it's very hard to gain, but it's very easy to lose, so that's always something to to keep in mind whenever you're dealing with customers and the retail, public or dealers, either one. And I know that you do a lot of traveling around. You go to a lot of trade shows and different events. What are your kind of opinions as far as both of our companies being, from a manufacturing standpoint, on us working together in the ag community to help grow and solve problems together. You think there's a benefit there? Or what are your opinions on that?

**BRADLEY** - You know, as far as working together, you know, obviously we have two different industries that we service, but all encompassed in the ag community. You know, we all have gates, which does kind of tie a fencing, but you're working equipment, you know, from the exterior, and how you get the livestock there, maintain and keep them, you know, you obviously have fence, and then you go into your working equipment. You know, as long as we keep advancing and working together to I would say service our customers, you know, our dealers and those ranchers working together is very important. You know, to keep, you know, these conversations are really important, that that's what keeps things moving forward and changing. And you know, if me and you talk, or we're sitting there at a show and and we talk to a producer that, you know, maybe they're having some issues, and maybe, maybe they don't have the right setup, you know, if we can help that producer, you know, even if it's just one at a time, you know, we want to reach as many people as we can, but having these kind of discussions, working together to develop new ways of doing things and new processes and new products. I mean, it's really important. You know, I don't know what your thoughts are on that, but I think what we do is very important, and being able to talk to these people the trade shows, yeah, we don't sell direct, per se, but we want to be able to interact with those customers to to get them the best fit for their production, you know, their their property and things like that.

**ETHAN** - Yes, sir, I couldn't agree more. One, one outlook I always kind of have on it that I think is neat is, you know, y'all are based out of Oklahoma, there, our company is based out of Kansas, but as a manufacturer, we can go and work with dealers in small towns all over the US, and by us giving them a quality product at a quality price, then they can. There's small businesses all over the US that are that are dependent on that and that are successful because of the products that you build and put onto the market. And I think that's a really cool, cool way to think about it, that, you know, we're not necessarily running a small, small town business, local business, but we're helping a lot of local businesses and small town businesses in the ag community be successful.

**BRADLEY** - Absolutely, I think probably, I don't, can't speak for MJE, but I know for Oklahoma, still big basis of of our customers are mom and pops. That's what we call mom and pop shops. You know, they're the local co ops. They're the local feed stores, own, owned by people that you've, you've seen and known your whole life in your town, friendly, and they're willing to do anything for you. Support, support your kids and, you know, sports teams and support them at their livestock shows and premium sales and things, you know, that's that's a big part of communities, and I think us helping support them, in turn, helps support those rural communities that are so important to the United States that you can't even fathom the idea of not having that kind of community just about everywhere. That's where I grew up. You know, that's me. Deal is where I grew up, and it's a small town and and I wouldn't trade it for the world.

**ETHAN** - I agree, and I know we kind of touched on it earlier, but I feel like that's exactly where, where that reputation and, you know, relationships, comes into play. As far as you as a manufacturer with your

dealers, and how important do you think that that relationship between manufacturers and dealers is to to keep strong and and and keep that reputation going?

**BRADLEY** - I think it's very important, you know, for them to know their reputation, know the product, know the people and the facility. It's really important, you know, just like, just like beef production, you know, you want to know where your product comes from, you know. And I, I'm the same way. I know, if I go buy a product, I want to learn as much about it as I can and and to be able to educate those, those dealers and the distributors and even the end user to know, hey, we're American made 100% start to finish. We're family owned and operated. You know, we know the same struggles that you go through in the ag community, because, you know, we do it as well. You know, not only run a fence manufacturing facility, but the family owns Oklahoma still, they run cattle, they have horses. They know they know the hardships that it goes through. They know the ups and the downs and the weather affects it all you know. And just about everybody in our office has the same way, you know, producers, and that's what we try to keep in mind when we manufacture products and and educate them, is, you know, we want our products to reflect that. Hey, we know what you're using these products for. You know, there are some offshoots here and there, but at the end of the day, we want you to know that, hey, we're thinking about the producers and the the end users of that product when we manufacture it. What the quote? What is it? You know, the scariest words in agriculture, we've always done it this way, and we're not going to change. Yes, a 12 and a half gage low carbon bar wire may be the perfect fit for you. Hinge joint field fence may be the perfect fit for you. But just because Grandpa used it may not be the re the best choice for your production. You know, we want you to keep in mind that we make a lot of options out there in different NET wires and panels and barbed wire. We want you to get the best fit for your farm or ranch. And when you go to look at that, you know, not all products are apples to apples. So, sif you have any questions, we want you to be able to call our facility, or be able to ask that dealer or that distributor some questions, and then be able to intelligently discuss what that product is and what makes it different. We're never going to talk bad about anybody else's product, but we know the advantages that ours have, and we know the process that we have makes a really good product, because we start to finish everything here, so it's about who's taking care of you and who's willing to answer those questions. You know, I think that's really important at the end of the day,

**ETHAN** - yes, sir, no. And that's a that's a big deal. And as we've kind of touched on before, and as you're kind of touching on there, education seems to be a huge deal from from our manufacturing standpoint, and I'm sure from yours as well. And and how do you go about tackling that task of educating your dealers, distributors and even end users? And what are some some things that y'all do as a company that kind of are different than a lot of other brands or other industries out there, on how y'all reach out and reach your dealers, distributors and customers,

**BRADLEY** - more often than not, You know, it was all word of mouth and the industry that we're in, just like the ag industry, it's a very old industry and and things don't change easily. I think you probably know that Ethan, but the industry, as far as the wire industry goes, it's very dated, and we're finally starting to get into that social media and just like this podcast, you know, in the years, years prior to this, we we would have probably not ever done anything like this, but we're trying to be more involved, to get that information out there, to educate the consumers and the producers that you know of the different products that we have and the services and how we manufacture our product. We're trying to make more videos. We're trying to be on social media. We're trying to make our website more accessible and user friendly. And I think those all go into education, because that seems to be the, you know, kind of the base point of of how people are getting their information. Now, it's not, it's not literature, it's not anything like that. You're, you're seeing more online and social media and things how

people gain their knowledge. So I think that's really important, and we're trying to double down on that and and move forward with the online and social media aspect of education and marketing.

**ETHAN** - Yes, sir. I know one thing that you do that, that I always think is a neat, neat thing that y'all do as a company, and I know you personally do a bunch of them, is go out and do fencing demonstrations or hands on demos at dealers and things of that nature. And can you kind of speak, speak on that and tell, tell us how, how you think that benefits it? If you do think there's a benefit to that or or do you think it's getting away from that kind of stuff nowadays?

**BRADLEY** - I definitely don't think it's getting away from that. I think one of the biggest things to education, yes, social media and podcasts and things like that. The videos are great, and you can learn a lot but from it. But at the end of the day, hands on, learning is probably the best way to learn how to fence, because, again, fence is an investment, so you want to make sure it's installed properly. So again, something new that we've been doing over the last year, two years, the demonstrations are picking at speed. You know, I think I had 150 people at one of my demonstrations, and it was, it was a big deal, because people have a hunger for knowledge. Because whether they've installed a fence and it didn't quite meet their expectations visually or, you know, as far as barriers go, people want to know how to install correctly. You know, if they're not hiring a contractor, there's a lot of tips and tricks that make it easier and make the product perform better. So the demonstrations definitely help. When you can see how to tie the knots. You know, how to easily roll out the wire, stretch the wire, what tools that maybe come along that that can help ease the the installation process? So I think the the hands on and the demonstrations are really important. Here and why it's built better than our competitors. And, and I think that is so important. And, and I feel like you agree on the same way that y'all products are the same way that whenever they whenever they see them in person, and can touch and feel em it, it makes all the difference in the world.

**ETHAN** - Oh yeah, 100% I agree. And we've talked, we keep talking about innovation and in our industry. And I know the the wire industry hasn't innovated a whole lot in the years, but, but y'all company definitely has. I mean, y'all went from from just making wire to now. Y'all have a whole melting plant. Y'all make your own billets and then rods. Can you kind of speak to on how, how that has made y'all successful and made y'all, you know, stick around for this many years, and how y'all are still growing today, by being able to innovate throughout the years and and chase after those problems that y'all see?

**BRADLEY** - Innovation is, is one of those things where, if you ever stop innovating, I think you kind of go by the wayside and, and that's something that we see and something that we Definitely don't want to happen, because there, there is an ever ending need of reliable ag fencing products and just ag products in general. Because, you know, production, production is how we feed the country and and I think we have a small piece of that each of us, you know, I think we both have a small piece of that on our plate. And the innovations that we make are, you know, to gain capacity and running products to be able to service people more efficiently. I think that the innovations that we make in our facility make better products. You know, whether that be, hey, we're sticking we're still running the same product. We've just found out a way to make it just a little bit better, you know, I think that's important. You know, how are how our employees, you know, interact at work and things like that, if you innovate and maybe make some jobs a little easier on them, you know, again, more important. So we're looking at innovation from multiple standpoints, you know, from from a user of the product, from a manufacturing employee of the product, from trying to be the company and make it more efficiently. So I think innovation in our minds is multifaceted, and it's really important in the ever changing world.

Things change quick nowadays, and it's important to stay ahead of the game as best you can, or else you get left behind.

**ETHAN** - Yes, I agree, and that's definitely something that our our industry, our ag industry, is always growing and changing, and we're facing new problems every day. It seems like everybody's having to do do more with less and or do more with the same, same amount of what they have right now, whether that's money or land or supplies. And so we've talked about, you know, fencing being an investment and and how it's a pretty hefty investment, but it's very much a necessity. And what are your thoughts on, on how people should go about planning for such an investment, and what to look look for to maximize that investment.

**BRADLEY** - So to maximize your investment, on fencing, there's so many things you have to look at. It's not just, you know, hey, we put up this wire and it's supposed to keep our stuff and you know, you really need to look at the train, where you're located in the United States, or wherever you're at. You know, where you're located, the terrain. What are you trying to keep in or out? What? What's your end goal? You know? What are you trying to accomplish with this fence? And then, What? What? What are some other operations doing? You know, we're not one of those people you know, in the ag industry that wants to copy off the next. But hey, if you see something that's working real well and you like it, you know, ask some questions. And one of the things that we really pride ourselves on here at Oklahoma Steel is our customer service. So whenever you start to lay out that fence plan, once you get some ideas of what you're looking for and how many feet and things you're doing. Yeah, we won't say direct, but you can call us, and we can walk you through kind of you know, what options we have out there, and what option may be the best for you to attain the goal that you have in mind, you know? Because at the end of the day, again, we want you to be happy with the product that you're buying and spending the money on, and we want it to be around for a long time, and we definitely don't want you to buy the wrong product and be unsatisfied with the products that we manufacture, because it was maybe not the right product for your operation.

**ETHAN** - Yes, sir, for sure. And you know, we always talk about, you know, planning for the future and trying to figure out how to how to make these investments. And what are your thoughts as far as people, people going out to do such a expensive task of doing fencing? Do you think they should try to do it all at once, or plan it out and break it down? Is there an advantage to either way? Or what are your thoughts on that?

**BRADLEY** - You know, a lot of the large ranches that I've talked to over the years, they all have a fence plan, because they realize that it's such an investment, such a hefty investment, to try to accomplish it all at one time. And yeah, there are operations that can go out there and do that, or or some that, hey, it's a necessity that we have to do it all because maybe the fence is so old and it's deteriorated enough that it is risk to your livestock, your land, or your property. So maybe you do have to spend the money and do it all at once, but try to plan it out. You know, make a fence plan. Hey, we're going to do so many feet or so many miles this year, and then we're going to do another of the same amount next year. And we're, we've got a 10 year plan to to renew every fence on this property. Hey, we've got a five year plan to renew every fence on this property. Plan it out, you know, make, make a budget and try to stick to it and say, Hey, we've got this much in the budget this year to fence. And that's what we're planning on doing. And, you know, and then do it again next year, and then at the end of your 510, year, or whatever the time frame is, you have all new fences. You've got a very good barrier to keep things in and out. And I think that's really important. You always need to plan it out, unless you absolutely have to.

**ETHAN** - I agree and that that's the biggest deal. Is, like I said, Everybody's trying to, trying to do more with less and and I think planning it out and budgeting it out, we always talk about that the AG, the ag industry, and being a rancher or a farmer is is very much a business, and it has to be ran that way. And a lot of people think farmers or ranchers, as you know, they're, it's, it's just a simple business, but, but it's really not. There's a lot of dollars and cents that go into it, a lot of planning to be successful. And, and I think that's a huge deal on on getting people that aren't involved in it directly to realize that this is a business and it needs to be ran that way.

**BRADLEY** -Yeah, it is absolutely a business. And, and, you know, obviously, obviously from our side, you know, you're going to want people to to invest those dollars in in working equipment or or whatnot, and we're going to want them to invest in fence. But at the end of the day, these, these farmers and ranchers, they've got these producers, have a lot on their mind, because, hey, it's not just fence. It's not just working equipment. You know, they've got bills to pay, they've got vehicles, they've got equipment, they've got, you know, land payments. They've got so many things that are crossing their mind. We want to make it as easy as as we can on them, you know, at the end of the day, because of the stress levels that they carry, because, hey, it's it is a business, and just like any other business, they have so many expenses and and income and everything they have to watch carefully to make sure that, hey, we're going to keep this, this farm Ranch, in the family for generations and and that's harder to do nowadays, you know? I mean, it's, it's a really, really hard thing to do, because we see farms and ranches being sold off every day. So, you know, I really give credit to the to the families and the operations that that keep everything intact, because it's a heck of a job of trying to balance all that.

**ETHAN** - Yes, sir, no. I think you're, I think you hit the nail on the head on that and and we've, I think we've had some really good topics that we've talked about today, and you know, you've told us, y'all history and y'all outlook on on the industry that you're in, and how, how it ties in with even us on the livestock equipment side, and then even how we help to to grow small businesses and keep our our agricultural community strong and growing. And such a hard, hard times that we're in nowadays, where everything's it's harder and harder for the small guy to survive, and so I think it's awesome that the y'all are a part of the same process that we are on keeping that alive and keeping that American dream going and growing and and helping these guys be successful in a day to day life.

**BRADLEY** - Absolutely, you know, and I just want to extend a thank you to all the farmers, ranchers and producers out there. I know I can speak from the ownership and the employees out here at Oklahoma Steel, and Wire, and say, Thank you for everything that y'all do. You know, it's very important job, but somebody has to do it, and y'all, y'all really put the effort forward in the farm and ranching community. We know that the struggles are real and the struggles are hard, but at the end of the day, they when you can sit back and look at your operation, it does pay off. You know, it the sense of accomplishment for you and your families and for us. You know, we just, we can't tell you thank you enough for everything that you do, feeding and clothing and and everything else that you for this country so that that's kind of our heartfelt thank you to farmers and ranchers and producers all over the US. And our our nation as a whole. And so I agree with you 100% on that, and like I said, I appreciate your time today and us getting you away from from things that you have going. I know y'all are busy up there. If we do have any guests that would like to reach out to you, is there a good, good way they could reach out to you? Or where all can they they view y'all ad on social media website? Yeah, yeah. So we have, we have Facebook, Instagram, our website has a contact page. You can also do us through web contact, as far as shoot us a message, things like that. But if somebody needs to reach out to me directly, you can either call our number listed on our website, or you can shoot me an email at B Burchfield, it's [bburchfield@okbrand.com](mailto:bburchfield@okbrand.com).

**ETHAN** - Awesome. Well, I sure appreciate your time and being with us. And I'd like to encourage our listeners that if you have any questions for me as well. You can always reach out to us on our website, [mjelivestockequipment.com](http://mjelivestockequipment.com), and check us out on our socials. Keep following our podcast and listening, and I appreciate y'all being here for us and keeping us going. And I look forward to the next episode, and until then, this has been Ethan with MJ E livestock equipment.