



FROM RANGELANDS TO GLOBAL MARKETS: STRENGTHENING WYOMING AGRIBUSINESS

Annual Agribusiness Report | 2026

Wyoming Business Council

*Statutory Mandate: Wyoming Statute § 9-12-105(a)(vii) – Agribusiness and
Agricultural Product Market Development*

WYOMING

AGENCY OVERVIEW & LEADERSHIP VISION

WHO WE ARE

As Wyoming's state economic development agency, the Wyoming Business Council (WBC) helps communities and businesses overcome barriers and chart their own paths so more people can build a future worth staying for. Founded in 1998 and governed by a 13-member board of private-sector leaders appointed by the Governor, WBC works through program experts and regional directors embedded in communities statewide. Headquartered in Cheyenne with offices from Rock Springs to Cody. Learn more at wyomingbusiness.org.

LETTER FROM AGRIBUSINESS LEADERSHIP

Agriculture runs through every mile of Wyoming. It anchors our multi-generational family farms and ranches while protecting the working landscapes and world-class wildlife habitat we all share. Just as importantly, it is the quiet heartbeat of our rural main streets. It fuels the local banks, implement dealers, mechanics, feed stores, and small businesses that keep our communities whole.

At the same time, agribusiness is building momentum. At kitchen tables, in research labs, and in boardrooms, our producers are operating as true entrepreneurs. They are launching value-added products, adopting new technology, and reaching global markets.

Our role at the Wyoming Business Council is simple: we listen, and we execute. When producers and local communities face barriers, we lend a hand by deploying technical expertise, connecting partner networks, and filling critical capital gaps so homegrown ideas can scale. Beyond solving today's challenges, we actively drive the development of emerging markets by positioning Wyoming as a launchpad for cutting-edge innovation and high-growth sectors like agtech.

Bridging our historic production base with applied research, global markets, and real opportunities for the next generation is the defining work ahead for Wyoming. As you read this report, you will see how that work unfolds across four key areas:

- **Strengthening the Base**
- **Building Capacity and Entrepreneurship**
- **Connecting Markets**
- **Expanding Global Reach**

The stories included are snapshots, but together they show just how wide the work of agribusiness development reaches across our state. We are especially thankful for our state partners and stakeholders who help keep everything in motion. Thank you for your dedication to fueling Wyoming's agribusiness economic engine. We look forward to the work ahead.

– **Jill Tregemba**, Agribusiness Manager, Wyoming Business Council

"Agriculture isn't one line item in Wyoming's economy – it runs through nearly every community, every main street, and every conversation we have. When we invest in a family ranch's next generation, a local meat processor, or a producer trying to reach a new market, we're investing in the towns that agriculture holds together. That's not just heritage. It's Wyoming's future, and it's worth building together."

– **Josh Dorrell**, CEO, Wyoming Business Council

PILLAR 1: STRENGTHENING THE BASE

Protecting the working landscapes, family operations, and rural infrastructure that anchor Wyoming's economy.

WHAT WE HEARD FROM WYOMING AGRICULTURE

This year, WBC set out to listen to Wyoming like never before, and agriculture was part of the conversation from the start. One of our first sessions happened in Cody at the Wyoming Stockgrowers' summer meeting, where we asked producers to describe Wyoming's economy in one word. The answers captured the duality they know in their bones: *resilient, opportunity, diversification*, but also *loggerhead, imperiled, precipice*. Deep pride and real pressure – in the same breath.

Here's what producers told us across the state:

- **The next generation is the whole ballgame.** From Sheridan to the Bighorn Basin to Fremont County, communities named an aging population and declining school enrollment as real threats – and framed the answer around opportunity, the trades, and the chance to build a life close to family. As one Stockgrower put it: *"The roots are there."*
- **Producers are entrepreneurs and want to be treated like it.** We heard a clear appetite for mentorship, business training, and financial literacy – especially for first-generation ranchers and value-added innovators.
- **Support what's already here.** Again and again, producers told us to strengthen existing operations, not just chase new ones: *"Adding new is great, but we also have to invest in the niche things in a community."*
- **Distance is a real cost.** Shipping delays, thin local trades, and the miles between a Wyoming product and its market came up everywhere.

Most of all, the ag community told us it's ready. Ready to talk and ready to help shape Wyoming's economic future. What we heard didn't sit in a report. It shows up in the work below.

WHAT WYOMING IS TELLING US:



ASSESSMENT TO ACTION: GREYBULL WORKING TOGETHER



Economic development isn't only about attracting new businesses; it's about helping communities build the skills and partnerships to solve their own unique challenges. Through WBC's **Assessment to Action (A2A)** process, local leaders learn to identify their biggest barriers, bring the right partners together, and turn plans into progress.

In Greybull, a small town with a strong ag base, local leaders gathered around the A2A process, which led them to listen to their community first. Initially focused on local tourism challenges, after talking directly with residents – including Greybull's Hispanic and Mennonite communities – they uncovered the real barrier: a severe housing shortage. They pivoted and got to work:

- **Housing Inventory** – cataloged open lots, repair needs, and move-in-ready homes
- **BrightBlock** – launched a local nonprofit to purchase land for new housing
- **Partnerships** – brought together bankers, realtors, business owners, and USDA
- **School Board Support** – joined to expand housing for teachers and families
- **Regional Growth** – added building-trades training through Northwest College and connected with other teams in the region addressing similar housing challenges



"A2A gets to the core of an issue even when there are many layers. This process is life-changing."

– **Danae Bales**, BrightBlock Initiative

BRIDGE FUNDING FOR ECONOMIC DISASTERS

When severe events disrupt local ag economies and federal channels like the USDA or Farm Service Agency can't help, WBC's **Economic Disaster Loan** program (W.S. § 9-12-301(a)(v)) fills the gap – as it did after the unprecedented 2017 rain-and-freeze event and the 2019 Goshen-area irrigation canal collapse, preserving regional farm and ranch operations.

- **214 total loans issues** · **\$17,255,202 deployed** · **84 active loans** · **6% charge-off rate**



HONORING GENERATIONAL LEGACY: CENTENNIAL FARM & RANCH PROGRAM



Farms and ranches hold Wyoming's rural communities together, driving local commerce and keeping dollars circulating statewide. As a proud partner in the **Wyoming Centennial Farm and Ranch Program** (alongside the Wyoming Department of Agriculture and others), WBC helped celebrate **13 farms and ranches reaching 100 years** of continuous family operation in August at the Wyoming

State Fair. Supporting these operations through generational transitions keeps our rural towns vibrant and economically sustainable.

MAIN STREET VISUAL STORYTELLING: TORRINGTON MURAL

The **Wyoming Main Street** approach is grassroots and adaptable, a program where communities honor who they are while building for the future. Torrington Main Street's newest mural celebrates the landscapes, agriculture, and economy that drive Goshen County, telling visitors a story and giving residents pride of place.



COWBOY STATE AGRICULTURE INITIATIVE

Announced by Governor Gordon, this initiative develops a strategic roadmap to preserve and enhance Wyoming agriculture, driven by a 13-member working group of legislators, educators, industry, and producers. It focuses on giving producers "more tools in their toolbox" across applied research and market expansion, education and leadership, and working-lands management.

Within it, WBC brings a critical economic-development perspective: agriculture is not only heritage, but it's also a **\$2.5B+ economic driver** that anchors rural communities and main streets. Keeping ag lands working means treating producers as entrepreneurs with access to capital, infrastructure, reduced regulatory friction, and viable commercial pipelines.



PILLAR 2: BUILDING CAPACITY & ENTREPRENEURSHIP

Helping ag businesses and communities start, grow, innovate, and reach the next stage.

SUPPORTING YOUTH AND THE FUTURE OF WYOMING AG



The Wyoming State Fair is a vital cultural and economic anchor for our state, celebrating Wyoming's rich agricultural heritage. WBC involvement focuses on youth development and investing in the next generation of ag entrepreneurs through events such as the Champion of Champions Showcase. Celebrating top youth livestock exhibitors across all 23 counties, the showcase highlights the work ethic and business potential of young

producers who represent the future of our agricultural economy. The WBC's dedicated seat on the State Fair Board provides a strategic economic development lens to fair operations.

AGRIBUSINESS BOOTS ON THE GROUND

Strengthening Meat Processing Infrastructure: Western Heritage Meat Company (Sheridan). The WBC remains dedicated to expanding statewide meat processing capacity by equipping local producers with tailored support in market research, product development, and capital exploration. A recent example of this commitment is ongoing with Western Heritage Meat Company in Sheridan. Owners Taylor and Cathryn Kerns opened Western Heritage Meat Company in 2020, and today the

facility provides vital slaughter and processing as a USDA-inspected facility. Recognizing the WBC as a trusted partner, Western Heritage Meat Company reached out to explore new growth avenues, and our team is actively collaborating with them on market research and potential expansion strategies.

Catalytic Startup Capital: Kickstart. WBC's **Kickstart** program provides non-dilutive grants to help growth-oriented Wyoming startups – including in agtech and value-added agriculture – get to market and attract private investment. Recent ag-focused awardees show the model works: one company has grown to \$237,000 in revenue and added two employees while partnering with a manufacturer to scale production. **Ten Galon** (Root to Shoot) used its award to expand its production facility, make its first hire, secure an angel investor, and land contracts with Wyoming school districts while partnering with the University of Wyoming on product testing. WBC also invested in two more Wyoming ag ventures in recent quarters – **Cowboy Country Milling** and **Bullfrog Recruiting** – each receiving \$50,000 of seed funding to help scale their operations.



Expanding local ag services: Bearlodge Ag Supply (Sundance). In February 2026, the WBC Board approved a **50/50 loan** (applied for by Pinnacle Bank) to help open this new supplier of livestock feed, animal health products, and pet supplies. Bearlodge celebrated its grand opening this past summer.



Fostering value-added innovation: Landon's Fall Fest Pitch Competition (Sheridan). Northeast Regional Director Brandi Harlow judged 15 food vendors on innovation, cost, growth strategy, and compliance at this Sheridan contest – organized with the USDA Northwest & Rocky Mountain Regional Food Business Center and UW Extension, with seed grants of \$500-\$2,000 for winners. Top honors went to **Triple 7 Farms** (Parkman) for its value-added dairy line, with runners-up **Queens of Goodness** (Lander) and **Shiloh Valley Family Farm** (Sheridan), and **The Barn Door Market** taking People's Choice.

STATEWIDE PARTNER NETWORK

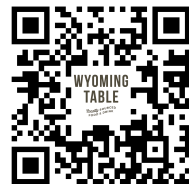
WBC contracts with specialized partners to provide technical assistance to Wyoming agribusinesses: the **Wyoming Small Business Development Center (SBDC) Network** (no-cost advising across all 23 counties), **Manufacturing Works** (technical assistance for food manufacturers via CONNEX Wyoming), and **WyoMicro** (formerly the Wyoming Women's Business Center, offering micro-loans and counseling for rural food and ag startups).

PILLAR 3: CONNECTING MARKETS & VALUE-ADDED AG

Opening doors for Wyoming producers to reach buyers and building the statewide platforms that support them.

WYOMING TABLE: CONNECTING PRODUCERS WITH MARKETS

Wyoming Table is WBC's digital agribusiness directory (W.S. § 9-12-105(a)(vii)), connecting in-state ranchers, farmers, distillers, brewers, and specialty producers directly with buyers. This year brought backend upgrades for easier searching and statewide promotion at events including Wyoming State Fair, Wyoming Food Coalition, and the 16th Annual Wyoming Hospitality and Travel Coalition Golf Classic in Jackson Hole.



An ongoing food-sector assessment includes interviews with businesses and stakeholders statewide. The resulting data-backed framework will help guide state resources to key needs, informing a full platform refresh and new trade-show opportunities in 2027.

BUILDING A STATEWIDE ENTREPRENEURIAL ECOSYSTEM

Through **Startup Wyoming**, WBC is identifying and mapping innovation-driven startups, including agtech and value-added ag, across all 23 counties, then connecting founders with mentors, capital pathways, and pitch opportunities through a statewide founder road tour and tools like **Wyo BizLink**. To help homegrown ag innovations scale, WBC studies established industry clusters like the Kansas City Animal Health Corridor for real-world benchmarks, ensuring rural founders have the same access to support as those in larger hubs.



REACHING NEW BUYERS REGIONALLY AND NATIONALLY

WBC's **Market Expansion Grant (MEG)** helps Wyoming producers break into new domestic markets – and WBC guides the strategy, not just the funding. In FY26, 10 agribusinesses expanded into 21 new markets, from Billings and Rapid City to Kansas City, Albuquerque, San Diego, and Anaheim.



- **\$31,647** in direct revenue · **1,107** new customers · **483** new leads · **18** signed contracts

PILLAR 4: EXPANDING GLOBAL REACH

Connecting Wyoming producers to national and international buyers, partners, and markets while expanding our in-state agribusiness ecosystem.

TAKING WYOMING PRODUCTS GLOBAL

The federally supported **State Trade Expansion Program (STEP)** helps Wyoming producers reach international buyers and compete in global markets. This year, two Wyoming food manufacturers pursued buyers in Tokyo, Japan, and Vancouver, BC.

- **\$8,000** in international trade-show sales • **128** international leads • **20** new international customers



MULTIPLYING REACH: WUSATA PARTNERSHIP

Through the Western U.S. Agricultural Trade Association (13 Western states + USDA's Foreign Agricultural Service), Wyoming agribusinesses gain access to global trade missions, foreign buyer meetings, and international pavilions that would be cost-prohibitive alone. This includes WUSATA's **FundMatch** program, which reimburses 50% of eligible international marketing costs. WBC helps shape WUSATA's two-year international roadmap, keeping Wyoming's priorities front and center.

INTERNATIONAL BUSINESS DEVELOPMENT

Alberta Missions. WBC conducted a business-development mission to Calgary and Edmonton (agtech and outdoor manufacturing), engaging vetted growth-stage Canadian companies exploring U.S. market access – positioning Wyoming as a business-friendly landing point. On a separate **SelectUSA** mission, WBC delivered 10 company meetings in under 10 hours. In the beef sector, in-person talks continue with Alberta to strengthen ties as we face herd expansion, drought, trade, and market access.

International Rangeland Webinar Series. WBC is partnering with Colorado's OEDIT, AgriTech New Zealand, and AusAgriTech on *Global Innovation in Pasture and Rangeland Systems*, connecting producers across four regions. The opening session featured sixth-generation Wyoming rancher Eamon O'Toole of Ladder Livestock Company. Future webinars will be on the technology ecosystems in the Rocky Mountain region and what it would be like to relocate or expand an agtech business to Wyoming and Colorado.

LOOKING AHEAD – BUILDING A FUTURE WORTH STAYING FOR

Economic development in Wyoming isn't about a single program, loan, or trade mission; it's about the complete ecosystem we build together. Whether we're helping a Sheridan producer expand meat processing, supporting Greybull in tackling housing, or opening doors in Tokyo and Calgary, our focus is singular: **strengthening the working landscapes, businesses, and rural communities that power Wyoming.**

Wyoming agriculture has always been defined by the strength and adaptability of its people. We are honored to serve as your partner, advocate, and connector on the ground, and we look forward to the work ahead.

Let's build the future, together.



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