In 1895 James Jensen started a five-generation ranch, from this came Lucky 7 Angus. That first winter he lived in a dugout on the side of a hill and shoveled snow off the grass to feed his 3 horses and 7 cows in what is called the Nation's Icebox,

Boulder, Wyoming. Jim Jensen took over as the 4th generation and started raising Angus seedstock that were

better adapted to survive in tough conditions. Lucky 7 Angus then became the leader in feed efficiency, high elevation PAP, and now in raising cattle that are Environmentally Friendly.

For any business to be sustainable it must be profitable. By implementing management and genetic selection you can make cattle that eat less per pound of beef produced, live longer and healthier, and thus make the rancher more

profitable.

The second necessary condition for sustainability is to have the consumers demanding your practices. In today’s world it is important to be Environmentally Friendly, which is what those same cows accomplish. These cattle also produce more pounds of beef with less Carbon output.

Lastly, it is important to show Agricultures roll in feeding the world as well as let them see the changes we are willing to make to make the world a better place.

By creating a new breed, Davinci Cattle, we will feed a growing population, and help save the world one herd at a time.