



# A LONGHORN ADDICTION:

WITH BEN KRUMP, KRUMP LONGHORNS

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**“You don’t expect a 19-year-old college student from North Dakota to be hauling home a registered Texas Longhorn—but that’s how Krump Longhorns began.”**

**Tucked in the southeastern corner of North Dakota—just a stone’s throw from both South Dakota and Minnesota—Ben Krump is quietly building a noteworthy Texas Longhorn breeding program. At only 24, Krump is proving that passion, smart planning, and grit can build a legacy, no matter your zip code.**

## **A Legacy Sparked by Heart**

Krump’s journey started before he was even born. In 1997, his grandfather underwent heart bypass surgery and was advised to reduce traditional beef consumption. The family began raising Longhorns for their lean meat, setting the stage for a generational shift. It

wasn’t until 2012 or 2013, though, that Ben and his father made the leap into the registered Longhorn world.

“We bought out a herd from a lady in Minnesota. It was old-style genetics—Overwhelmer, Bail Jumper—and that’s what started it,” Krump explained. “I still have cows at my dad’s, but our breeding programs are separate now. He’s still on the beef side; I’m focused on horn and confirmation.”

Today, Krump runs a modest but growing herd of registered Longhorns—seven cows, a heifer, a bull, and a steer—and is deliberate about his bloodline selections.

## **Investing in Genetics and Relationships**

Krump’s program includes daughters of Hubble’s 20 Gauge, Cowboy Tuff Chex, and Sittin’ Bull, but he’s especially excited about

his partnership bull: Brazos Rocky 667, who brings both JP Rio Grande and Jamakizm lines.

“I’ve got a little bit of everything, really,” he said. “Rocky spends summers in North Dakota and winters in Kansas or Texas.”

His first registered cow, DC Cowboy’s Louise, was purchased during his sophomore year of college from the late Fred Bryant in Missouri. The transaction was Krump’s first major leap—and his first lesson in trust.

“MY DAD THOUGHT I WAS CRAZY—BUYING A COW OFF THE INTERNET FROM SOMEONE I’D NEVER MET. BUT FRED AND CHERYL TURNED OUT TO BE SOME OF THE BEST PEOPLE I’VE MET IN THIS INDUSTRY.”

That experience inspired Krump to stay committed to the breed, building connections with other breeders and haulers like Joe Sedlacek, who now helps transport animals between Texas, Kansas, and North Dakota.

### **Cold Climates, Warm Plans**

Raising Texas Longhorns in North Dakota comes with its own set of unique challenges—none greater than surviving brutal winters. Krump shared insight into the impact of harsh weather and his evolving feed program.

“I changed everything after dealing with frozen horns,” he said. “Now I feed full second-



cutting alfalfa and switched from protein tubs to higher-fat, higher-fiber options.”

It’s a science and an art. Alfalfa provides higher energy and protein, enabling cattle to retain weight and fight off the effects of windchill. Krump also avoids buying new cattle after August to give them time to acclimate before winter hits.

“Surviving the winter is all on your feed program. How well you feed is how well they’ll do.”

In terms of shelter, his cattle benefit from being housed at his father’s place—formerly a tree nursery, which naturally shields the herd from brutal winds. Krump also uses calf shelters and delays weaning late-born calves until spring.

### **Watching for Horn Freeze**

Horn freeze is a real threat in the north, and Krump knows its signs well.

“If you stop seeing growth for weeks and notice a ring around the horn, it’s not good,” he warned. “One of my heifers had both horns freeze. The vet had to saw them off at the base.”

Still, he holds hope for her future. “She’s underrated—but her first calf is my biggest heifer this year. Her genetics are still strong.”

### Smart Growth, Steady Goals

Krump's future plans are grounded and clear: reach a sustainable herd size of 12 cows, maintain his high-caliber bloodlines, and eventually consign to sales and futurities—ideally starting next year, depending on how this year's calves develop.

When asked about the traits he's most focused on, Krump replied confidently:

"Confirmation, horn, and color. Everyone knocks solid red cows, but mine have produced some of my most colorful calves."

He's also starting to think about a post-Rocky breeding strategy. He's strongly considering AI and is especially drawn to the bull Higher Ground, whose dam—Horseshoe J Important—is his favorite cow in the breed.

"She's just got it all—body, horn, production. Her daughters and granddaughters are some of the best in the industry."

### Small Ranch, Big Visibility

While Krump runs a smaller program, he's leveraging technology to stand out. He maintains a Hired Hand website, which has helped him reach new buyers—even earning calls from neighboring states asking about bulls.

"If someone older can find my site and call me from Minnesota, I know the tech's working."

Most of his herd is visible from a nearby highway, and neighbors have confirmed that cars often slow down at dusk just to admire the cattle. "I guess I never noticed, but they said traffic always picks up right around sundown," he said with a laugh.

### Building Community & Gratitude

When asked who he's most thankful for in the industry, Krump didn't hesitate. "Joe Sedlacek—he's helped me so much with

hauling and has always been available to answer questions. I even rode to the Legacy Sale with him. That was a pretty special trip."

Though based in North Dakota, Krump is eager to travel to Texas or Kansas for sales and futurities and looks forward to growing within the broader Longhorn community.

### Quickfire with Ben Krump

One word to describe your herd: "Underrated."

Favorite Longhorn website: "Arrowhead—love the horn galleries and pedigrees."

Dream ranch to visit: "Bull Creek Ranch—Suzanne's got some of the best cattle out there."

Time spent looking at Longhorn sites per week: "15–20 hours. A couple hours a day."

Favorite cow in the breed: "Horseshoe J Important."

Top three bulls of all time: "Tuff, Rio, and Jamakizm."

**"Conformation, horn, and color. That's what I'm breeding for. I want the total package animal."**

From snow-packed pastures to AI planning and future sales goals, Ben Krump is doing more than raising Longhorns—he's redefining what it means to start small and think big. With strong genetics, strategic growth, and a genuine love for the breed, Krump Longhorns is one to watch—no matter the forecast.

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*This article has been written based on the transcript of the interview during our From the Pasture Podcast. Listen to the full podcast on Spotify, Apple Podcasts, or wherever you stream your podcasts.*