

ROUGH RIDER NEWS

ELECTRIC COOPERATIVE

AUGUST 2021



PHOTO BY LAVN MUDDER

From pasture to plate

Ben Murphy and his stepson, Wyatt Bohner, prepare for a delivery of Dunn Burgers retail meats, as the family's vertically integrated ranch connects the pasture to the plate.

What's inside:

- **Look up and look around**
- **Conservation incentives offered**
- **Meeting minutes and more**



PHOTOS BY LAYN MUDDER

Wyatt Bohner gathers the Dunn Burgers product from the 6 in 1 Meats facility. His ranch family owns a share of both businesses to connect the ranch to the end consumer.

From pasture to plate *Dunn County ranchers connect with consumers*

Two Dunn County ranchers and Roughrider Electric Cooperative members can now fully connect the pasture to the plate, with the opening of 6 in 1 Meats in New Salem. Certified by the U.S. Department of Agriculture (USDA), the butcher shop completes the link between the ranchers and those who purchase their locally raised beef.

“We are completely vertically integrated. From the day the calf hits the ground to the day the steak hits your plate, nobody touches it but us,” said co-owner of Dunn Burgers and 6 in 1 Meats, Ben Murphy.

Murphy and Weston Dvorak, both ranchers in Dunn County, partnered in 2019 to create Dunn Burgers, which holds a retail meat license to sell beef from both ranches directly to the consumer.

“We’ve been throwing this idea around for years. One day, I went and filled out the application for the retail meat license,” Murphy said. “We’re both producers, so we sell our cattle every fall, or feed them and then sell them, and we said we have just as good or better product than you can buy in a grocery store and people just don’t realize it. We thought we would cut the middle man out and sell our own beef to our neighbors, our friends, our family.”

“We wanted to create and capture some more value within the thing we were passionate about, which is animal agriculture,” added Dvorak, who is past chairman of the N.D. Beef Commission.

“That’s what the consumer right now is demanding. They want to know where their food comes from. They want to know how their beef was raised,” Dvorak said.

Hauling their first cattle to a USDA butchering facility in Hazen in February 2020, the pair discovered demand for local beef skyrocketing under COVID-19.

“By the time we got to the butcher shop, they’d be sold,” Murphy said. As butcher shops became booked solid, “we realized it’s hard to rely on somebody else to get the job done,” he said.

“To secure our supply to meet our demand, we needed to look at owning or partnering into a butcher shop so we could secure that demand,” Dvorak said.

So, the next step was to launch their own processing facility, rather than relying on others. Along with others, they purchased the New Salem facility, which had been operating since the 1970s. As a USDA-inspected facility, 6 in 1 Meats processed its first beef for Dunn Burgers the end of June.

Owned by six different ranching entities, 6 in 1 Meats does not sell retail meats. Rather, it processes meat for the six owners, who market their product individually, including Dunn Burgers. Others are Donnie and Trisha Feiring, Beach; Mark and Theresa Voll, Squaw Gap; Daryl and Kim Lies, Douglas, president of the N.D. Farm Bureau who raises hogs; Travis and Mistte Maddock, Benson County; and Dwight and Roberta Grosz, Hazen, who are elk ranchers.

The 6 in 1 Meats facility also does custom processing, handling up to 12 head a week. Spencer Wirt, who previously worked at the North Dakota State University meat lab, has been hired as the 6 in 1 Meats butcher and manager.

Following processing at 6 in 1 Meats, retail cuts from Dunn Burgers are available through the Dunn Burgers Facebook page. It supplies beef to outlets ranging from nursing homes to day cares in the Killdeer area as well, and they relish the connection with the consumer.

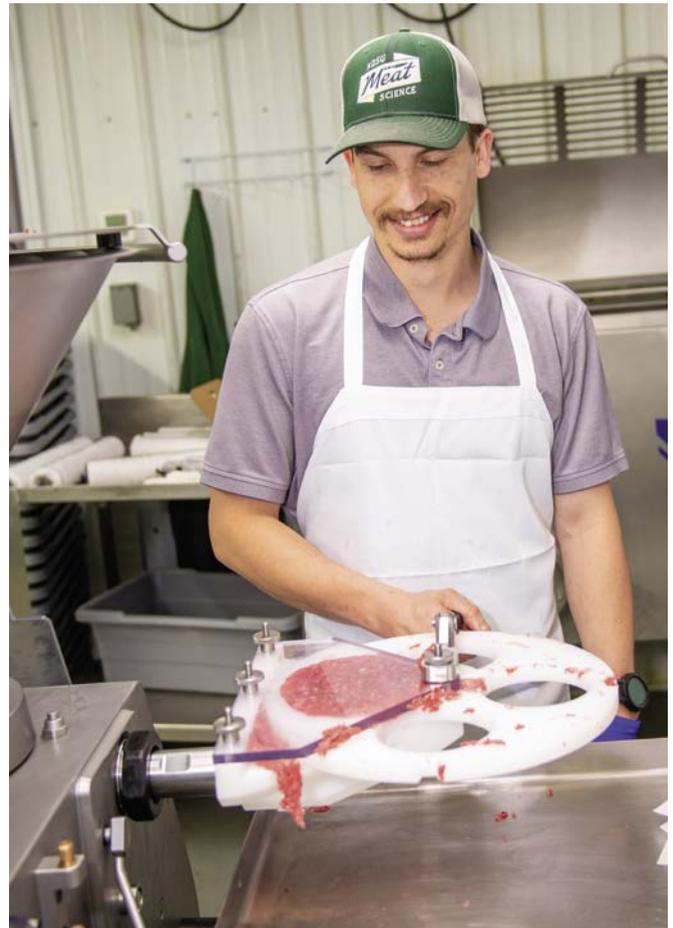
“I think it’s essential. Once people realize how you are, what you do and how you do it, their comfort level goes up so much,” Murphy said. “It’s different when it’s your neighbor. People say they can taste the difference.”

Meet the ranchers

Ben Murphy and Weston Dvorak both have deep roots in Dunn County.

Murphy is a fourth-generation rancher in Dunn County, but his path back to the ranch was long and winding.

After getting a Master of Business Administration and playing football at the University of North Dakota, he moved to Greece to continue studying, backpacking



Spencer Wirt, who previously worked at the North Dakota State University meat lab, is the 6 in 1 Meats butcher and manager.

around Europe before returning to the United States to work at BNSF Railway in St. Paul, Minn.

He was then asked to relocate to Fort Worth, Texas, for the company.

“I got down there on Halloween and it was 100 degrees outside, so I decided to join the Navy, so I wouldn’t get sent to Fort Worth,” he said.

In the U.S. Navy, he served across the world, from a merchant freighter near Saipan, to the Pentagon, working with both U.S. Army and U.S. Marine Corps generals.

“I might have been in the Navy, but I worked for the Army, the Navy, I worked for everybody,” he said. “I was in the 24-hour situation room when they shot Bin Laden. I was there for a lot of interesting things.” His service led him to six continents and 52 countries, he said.

Then, while completing a medical exam before being deployed to Afghanistan, he was diagnosed with multiple sclerosis.



Ben Murphy loads Dunn Burgers products onto the delivery truck.

“That kind of stopped my career right there,” he said. His last stint was teaching at a U.S. Air Force graduate school in Dayton, Ohio, in 2010 before leaving the military.

Driving back to North Dakota from Ohio, he was offered a job as a loan officer at the local bank in Killdeer. “I got to work with a lot of farmers and ranchers who I grew up with and I knew quite well,” he said.

But the ranch soon called him back full time. Three years ago, he started ranching and farming full time with his wife, Ashley, and two stepsons, raising Red Angus cattle.

“I’ve lived all over the world. I’ve lived all over the U.S., but home is home,” he said. “I always intended to return back.”

A fifth-generation rancher, Dvorak’s path also led him away from the ranch for a time. He and his wife, Teresa, now operate Hills Valley Ranch southeast of Manning. They met while both were pursuing master’s degrees in animal nutrition at North Dakota State University, graduating in 2002.

Weston then worked for the N.D. Barley Council as an animal nutritionist.

“The plan was to try to make it back home someday,” he said. The ranch added a feedlot enterprise to the current operation to incorporate the younger generation.

“We were either going to have to double in size or expand from within, so we decided to build a feedlot and expand from within,” Weston said. By 2017, the couple had taken over the entire ranch, and now have four daughters. ■



Dunn Burgers products are also available at the Western Choice Cooperative convenience store in Killdeer.

Look up and look around ... Farm equipment is on the move



While farmers focus on the ground when sowing and harvesting, looking up is just as important — especially when operating farm equipment near power lines.

For your safety, make sure you have at least 10 feet of clearance between power lines and your combines, grain augers, pickers, balers and front-end loaders.

Keep in mind that uneven ground and shifting soil conditions can put you in harm's way.

Look up and look around when operating equipment. Power lines and poles may be closer than you think.

If you see a power line issue that may need Roughrider's attention, please call the co-op at 800-748-5533. Or, send an email to safety@roughriderelectric.com with location information and a photo, if possible. Working together helps ensure the safety of all.



Tanner Goetz



Russ Walters



Your Touchstone Energy® Cooperative 

Report from

THE BOARD OF DIRECTORS

JUNE 25, 2021

When, where and who: The board of directors of Roughrider Electric Cooperative met June 25 at the Hazen headquarters.

Reorganization of the board: The board held its annual reorganizational meeting in accordance with the bylaws, with the following officers elected:

President – Roger Kudrna

Vice president – Darell Herman

Secretary – Troy Sailer

Treasurer – Bruce Darcy

Agenda: The board reviewed and added to the meeting agenda. An executive session was requested.

Minutes of the previous meeting: The board reviewed and approved the minutes of the May 28 meeting.

Co-general managers' report: Travis Kupper provided the board with an update on matters the co-managers are addressing and

monitoring on behalf of the cooperative. Roughrider's PPP loan was successfully converted to a grant when its application was approved earlier this month. Donald Franklund also attended the MidWest Electric Consumers Association meeting. A significant amount of legislation is being drafted and introduced as a result of the Texas February energy disaster.

Operations and construction report: Jason Bentz elaborated on the contents of his written report, providing an update on the Highway 31 project.

IT report: Charlie Dunbar prepared a report to the board about various ransomware cybersecurity breaches experienced by businesses around the world, and what Innovative Energy Alliance Cooperative's IT Department is doing to protect the cooperative.

Upcoming meeting: The next board meeting was set for 10 a.m. CT July 30 in Hazen. ■

WISH YOU A VERY HAPPY

**LABOR**
day

Holiday closing: Monday, Sept. 6

In observance of the Labor Day holiday, Roughrider Electric Cooperative will be closed on Monday, Sept. 6. Line crews will be available to respond to emergencies and power outages by calling 800-748-5533. Please do not contact Roughrider on Facebook with outage information; it is not monitored 24/7. Call the 800 number to log your specific information with dispatch, and you will receive assistance as quickly and safely as possible.

Roughrider Electric Cooperative offers members CONSERVATION AND ENERGY EFFICIENCIES INCENTIVES

Roughrider Electric Cooperative is continuing the conservation and energy-efficiency program. The incentives help you, the member, become more energy efficient.

The program for 2021 will include ground-source heat pumps and air-source heat pumps.

Members must buy and install qualifying systems between Jan. 1, 2021, and Dec. 31, 2021. The program for the heat pumps is for new installation or for replacement of a conventional heating system.

Roughrider Electric Cooperative personnel will check the

installation, and get the appropriate documentation and receipts. Once completed and approved, Roughrider Electric Cooperative will send a check directly to the member to help cover the purchase cost.

A maximum dollar amount has been set aside for the incentive program. The program will close when we meet this amount. Roughrider Electric reserves the right to cancel the program without further notice. One rebate allowed per member.

For more information, please contact Brad Quenette, director of member services, at 800-748-5533 or email bquenette@roughriderelectric.com.

**Ground-Source Heat Pumps:
Required minimum efficiency**

\$150 per ton with a maximum rebate of \$600
CLOSED LOOP: EER >= 14.1 COP >= 3.3
OPEN LOOP: EER >= 16.2 COP >= 3.6

**Air-Source Heat Pumps:
Required minimum efficiency**

\$100 per ton with a maximum rebate of \$400
HSPF >= 8.2 EER >= 12 SEER >= 14.5



**Know what's below.
Call before you dig.**



ROUGH RIDER

ELECTRIC COOPERATIVE

Your Touchstone Energy® Cooperative 



Explore it ... Adore it ... and Save!

In partnership with the Theodore Roosevelt Medora Foundation, Roughrider Electric Cooperative is once again making excursions to Medora more affordable for families. This summer, our members are eligible for a 15% discount off the following reservations:

- Tickets to the Medora Musical
- Pitchfork Steak Fondue
- Bully Pulpit Golf Course
- Lodging at the Badlands Motel, Elkhorn Quarters and Rough Riders Hotel

Members will receive a 20% discount at the Cowboy Hall of Fame.

To make your reservations and claim your savings, call 1-800-MEDORA-1 and provide the discount code **Touch2021**. When visiting the Cowboy Hall of Fame, provide the discount code **Touch2021** at the door. ■



ROUGH RIDER
ELECTRIC COOPERATIVE
Your Touchstone Energy Cooperative 

www.roughriderelectric.com

HAZEN OFFICE
701-748-2293 or 800-748-5533
800 Highway Dr., Hazen, ND 58545
7:30 a.m. - 4:00 p.m. CST Monday-Friday

Payments may be deposited in the deposit box by Roughrider Electric's main office entrance or in the drop boxes located at Krause's Super Valu in Hazen or Bronson's Super Valu in Beulah.

DICKINSON OFFICE
701-483-5111 or 800-627-8470
P.O. Box 1038, 2156 4th Ave. E.
Dickinson, ND 58602
7 a.m. - 4 p.m. MST Monday-Friday

Payments may be deposited in the deposit box west of Roughrider Electric's main office entrance or in the drop boxes located at Dickinson City Hall, or the west and south locations of Family Fare supermarkets.

OFFICERS AND DIRECTORS

Roger Kudrna, President; Dickinson.....	483-8377
Darell Herman, Vice President; Beulah.....	873-4371
Troy Sailer, Secretary; Golden Valley.....	948-2427
Bruce Darcy, Treasurer; Golden Valley.....	983-4222
William Retterath; Center.....	794-8729
Arnold Kainz; Dickinson.....	483-8207
Dan Price; Henler.....	794-3779
Greg Steckler; Dunn Center.....	548-8122
Callen Schoch; New England.....	290-3836

MANAGEMENT

Don Franklund.....	Co-GM/CEO
Travis Kupper.....	Co-GM/CEO





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