



International Year of the Woman Farmer (IYWF): May Spotlight

Developed by the U.S. Roundtable for Sustainable Beef (USRSB)

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Connie Tabor | *Rooted in Tradition, Growing Through Connection*

As the world continues celebrating 2026 as the International Year of the Woman Farmer (IYWF), the U.S. Roundtable for Sustainable Beef (USRSB) is proud to highlight the women whose dedication and leadership shape the future of agriculture. This month, we are honored to spotlight Connie Tabor, a fifth-generation Oklahoma rancher whose passion for cattle, commitment to education and connection to consumers are redefining what it means to be a modern producer.

A Life in Cattle Production

Connie Tabor's story is deeply rooted in tradition. A fifth-generation Oklahoma farmer and rancher, her family's agricultural legacy stretches back to the late 1800s when they first settled in the region after moving from Arkansas.

Connie grew up immersed in the rhythms of ranch life. That foundation shaped not only her career but her perspective as well.

When Connie and her husband, Jeff, married, they began building their own operation, starting with a small cow-calf herd.

Like most producers, Connie is quick to point out there is no such thing as a "typical" day. Most days involve checking cattle, rotating pastures, and responding to whatever challenges arise, whether that's a stray calf or the demands of the season.

However, Connie's operation goes beyond traditional ranching. In addition to cow-calf production, she also feeds steers and sells beef directly to consumers. From individual packages to halves, she has built a loyal customer base that regularly purchases beef straight from the ranch.

This venture is one of Connie's proudest as a producer because it became a platform for consumer education. By inviting customers onto the ranch, Connie creates opportunities for people to see firsthand how cattle are raised. They drive past grazing herds and engage in meaningful conversations about how their food is produced.

Through these interactions, she's able to address misconceptions and build trust. Whether it's clarifying how cattle are fed or explaining animal handling practices, Connie sees every conversation as a chance to tell agriculture's story.

"It gives people the opportunity to understand what we do and why we do it," she explains.

A Family Legacy That Continues

While the cattle are the heart of the operation, family remains at the heart of everything else in Connie's life.

Her children and grandchildren are already part of the operation's legacy. Her grandson spent years showing cattle, and now her young granddaughter, already a self-proclaimed "cow lover," is beginning to form her own connection to the ranch.

For Connie, these are the moments that matter. They represent the passing down of knowledge and the preservation of a way of life.

Lessons in Life

Like any producer, Connie faces challenges - one of the biggest is balancing tradition with change.

Agriculture is constantly evolving, and staying open to new technologies and ideas can be difficult, especially in an industry built on generations of experience.

"You know how it's always been done," she says. "But, sometimes you have to be willing to try something new."

At the end of the day, Connie's motivation is simple: she loves what she does.

She finds joy in being around cattle, working the land, and knowing that her efforts contribute to feeding others. Even during the toughest days, that passion carries her forward.

There's also a deeper purpose, which is ensuring that the skills and values of agriculture are not lost over time.

"It's about making sure what we do continues for the next generation," she says.

Looking Ahead

Connie is excited about the future of her operation. From improving genetics through embryo work to continuing to refine the quality of her beef, she's always looking for ways to grow and evolve.

For Connie, success isn't just measured in awards. It's measured in progress and the relationships she's built throughout her life. She encourages women to seek out mentors, stay curious and embrace the challenges that come with the industry.

"Women are strong, resilient and creative," she adds. "There's a place for you in every part of agriculture."

Most importantly, she reminds other women in agriculture not to be discouraged.

“If you know what you’re doing, you’ll be taken seriously. Just keep going,” she shares.

Continuing the Story

Through her dedication and willingness to connect with others, Connie Tabor represents the heart of modern agriculture, where tradition meets progress and passion fuels purpose. This unique combination of character and grit was highlighted earlier this year when Connie was named the 2026 American National CattleWomen CattleWoman of the Year, an accolade well deserved.

As the International Year of the Woman Farmer continues, USRSB is proud to celebrate women like Connie who are not only sustaining agriculture but helping it thrive for generations to come.

Learn more about sustainable beef and producer leadership by visiting the [U.S. Roundtable for Sustainable Beef](#).