

Contact:

Susan Rhode
Director of Marketing
913-213-7110
srhode@farmjournal.com

For Immediate Release

Beef Industry Loses Long-Time Journalist Greg Henderson

Lenexa, Kan. (Aug. 21, 2024) — It is with great sadness that we share the unexpected passing of Drovers editorial director Greg Henderson on Aug. 16, 2024. Greg leaves behind a legacy in agricultural media and significant contributions to the advancement of beef production during his 40 years of dedication and service to the beef industry.

An award-winning journalist and revered voice for the beef industry, Greg provided timely information and in-depth analysis on all segments of the business, including cattle feeding margins, market trends, genetic advancements, emerging technologies and the impacts of economic factors on beef prices and production. His years of knowledge and expertise allowed him to serve as a moderator and speaker on many local, regional and national stages representing the interests of U.S. cattle producers.

Greg was instrumental in starting the Agricultural Media Summit in 1999. He served as president of the Livestock Publications Council (LPC) from 2000 to 2001. In 2002, he was honored with the organization's Ed Bible Distinguished Service Award and was inducted into the LPC Hall of Fame in 2008. His writing was recognized for its excellence by LPC and other industry organizations. Greg was raised on a ranch in the southern Flint Hills of Kansas and attended Kansas State University.

"There has been no other voice in the beef industry that is more respected or more trusted than Greg Henderson," said Charlene Finck, President, Industry Relations for Farm Journal. "I had the honor of working with him in a time that brought dramatic and positive change to the beef industry. Greg was a catalyst for that change and helped producers understand why it was needed through the content he created every day. I was lucky to call him a close friend. He will be missed by many."

Greg worked as a writer and editor for Drovers for the better part of 40 years, providing in-depth industry analysis and covering all aspects of beef production. He was also an advocate for the industry by leading and participating in panel discussions with experts to address tough issues and helping farmers and ranchers understand current trends and challenges. An example of his leadership was the 2023 Drovers State of the Beef Industry Report, which Greg helped develop and shared with beef industry audiences.

“I loved working with Greg,” said Chip Flory, host of “AgriTalk” and long-time coworker and friend. “He loved what he did. He was passionate about beef and feedyards, about cow-calf ranches and backgrounders. He loved them all. He loved the business of producing beef and respected everyone in it. The industry is going to miss his reason and his curiosity.”

Despite the tremendous loss of his talents and leadership, Farm Journal’s content team will ensure Drovers magazine, Drovers daily newsletter and beef industry news and information on AgWeb and other Farm Journal platforms will continue to live up to the standards Greg set.

“Greg’s service to his colleagues, his dedication and the humility with which he carried himself were hallmarks of his career at Farm Journal and earlier at Vance,” shared CEO Prescott Shibles. “After 30 years, the absence of his steady leadership is felt throughout our organization.”

Greg is survived by his wife, Ruth, of the home in Olathe, Kan.; children Lisa (Greg) Suellentrop and Jared Henderson; grandchildren Charlie and Amelia Suellentrop; and brother Gary Henderson (Kathy) of Havana, Kan. Greg was preceded in death by his parents QC and Marie Henderson of Niotaze, Kan., and his sister Glenda (Henderson) McDonald. Memorial services will be held at a future date.

About Farm Journal

Farm Journal is the nation’s leading business information and media company serving the agricultural market. The company serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters and phone apps; business magazines; live events including conferences and tradeshow; nationally broadcast television and radio programs; and an array of data-driven, paid information products. Farm Journal is also the majority shareholder of the online equipment marketplace, Machinery Pete LLC. Trust In Food is a Farm Journal division dedicated to accelerating the adoption of climate-smart and regenerative agriculture in ways that work for producers and enhance connection to consumers. In 2010, the company established the non-profit, public

charity, Farm Journal Foundation, dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.