

## Preserving Your Ranching Heritage

One of the major legacies remaining from the Old West is the ranch brand. Through the passing of previous generations, many of these legacies are being lost. Currently there are few opportunities, other than verbal history handed down through the generations, to preserve the ranching culture and history as it relates to family brands.

A brand signifies not only ownership of cattle, but also the pride of a specific family and it defines their lifestyle. It exists not only on the hide of an animal, but also in the mind of the person who sees it. A brand is about identifying yourself or a branch of your family; it represents the hard work, success and struggles that are part of the cattle business.

There are more than 17,000 registered brands in the state of Kansas. Each brand has its own story and its own history. The story may be of ownership of land and how a family was able to forge out an existence and build a Kansas business.

The Ranchland Trust of Kansas' mission includes, "To preserve Kansas' ranching heritage." The Brand Legacy program will do that. It was developed so all ranches in the state have a place to preserve, record, and exhibit their stories and display pictures that help document their heritage.

It is not important if the ranch is still a working ranch or if it now is just a portion of the neighbor's property. The ranch has a history and has played a part in the Kansas ranching legacy.

Whether your ranch uses a hot iron, freeze branding or electronic id, the concept is the same: pride in your past, people and lifetime accomplishments. Be among some of the most storied family histories in Kansas by preserving your brand, your heritage and your family legacy. It is with that sense of pride that we make available the Brand Legacy.

## About RTK

The mission of the Ranchland Trust Kansas (RTK) is to preserve Kansas' ranching heritage and open spaces for future generations through the conservation of working landscapes.

Observers may think of Kansas as a state where farm and ranch land is not threatened or vanishing. However, this unfortunately is not the case. As 5,000 acres of land in the United States are consumed by development every day, many landowners are taking a stand to safeguard the places that represent their livelihood for their families and for future generations.

In 2003, Kansas Livestock Association (KLA) leaders visited with ranchers and landowners in five western states. They learned that several beef cattle organizations had formed their own land trusts to be of service to landowners choosing to preserve their land through voluntary conservation easements. Ranchers, especially in the western states, are using conservation easements to conserve the working landscapes and to gain a financial benefit for making a permanent pledge not to convert their land to residential or commercial development.

For further information about RTK and to view our

### **BRAND LEGACY,**

visit our website [www.ranchlandtrustofkansas.org](http://www.ranchlandtrustofkansas.org)  
Find us on FACEBOOK.



An affiliate of the Kansas Livestock Association  
6031 SW 37th Street | Topeka, KS 66614  
Office (785) 273-5115 | Fax (785) 273-3399



# BRAND LEGACY

*Ranchland Trust of Kansas*

*Be among some of the most  
storied family histories in Kansas  
by preserving your brand, your  
heritage and your family legacy.*

# PRESERVE YOUR BRAND LEGACY



Here is how...

## Platinum Legacy

\$2,000

This package includes:

- Showcased on RTK's Website
- Metal Sign
- Custom Notepads
- Brand Legacy Photo Book

## Gold Legacy

\$1,500

This package includes:

- Showcased on RTK's Website
- Metal Sign
- Custom Notepads

## Silver Legacy

\$1,000

This package includes:

- Showcased on RTK's Website
- Metal Sign

### RTK's Website Showcase's Your Brand Legacy

Let us feature your Brand Legacy and family history on the web. A detailed narrative featuring your ranch or farm's heritage will be created and archived by RTK. Through your story, readers will learn what molded your family's legacy. Your priceless photos, both historical and present day, will be showcased. On this site, all farm and ranch families have a place to record in their own words and pictures their family history and heritage.



### Also included: Custom Notepads

Ten custom 8.5" x 5.5" notepads featuring your brand and contact information is just what you need to remember that important sale date or meeting.

### Metal Sign

This attractive, durable and maintenance-free sign will be the perfect addition to your indoor or outdoor décor. This steel sign will feature your brand, ranch or family name, and year of establishment. Finished with flat black paint or a heat treatment, your sign will be mounted on barn wood for an attractive finished product.



### Brand Legacy Photo Book

Photo books are the new way to cherish and preserve your legacy. We will create a professionally bound photo book that is perfect for you. This 20-page, high-quality photo book is a great way to share your brand's legacy.

Ranch or Farm Name: \_\_\_\_\_

Contact Person:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Sign me up for the Brand Legacy program!

Platinum Legacy

Gold Legacy

Silver Legacy

I am interested in the Brand Legacy program. Please have an RTK representative call me to discuss details.

After RTK receives your initial inquiry about the Brand Legacy project, additional information will be provided to you, including the Brand Legacy questionnaire and payment information.

Please return this form to:  
Ranchland Trust of Kansas  
6031 SW 37th Street  
Topeka, KS 66614

If you have any questions, please contact us at  
(785) 273-5115 or visit our website at  
[www.ranchlandtrustofkansas.org/brandlegacy](http://www.ranchlandtrustofkansas.org/brandlegacy)

*A portion of the Brand Legacy purchase price may be tax deductible. Additional information will be provided to participants.*