

RANCH HISTORY AND STORY

Heartland Bison Ranch was established in 1996 by LeeAllen and Rebecca Leier near Rugby, North Dakota. Since its founding, the ranch has been committed to building a practical, performance-driven bison herd through careful selection of proven genetics from leading ranches across the United States and Canada. The goal has always been to produce hardy, all-natural, low-maintenance bison that perform efficiently in both grass- and grain-finishing systems.

Today, Heartland Bison Ranch manages four distinct herds, including two single-sire pastures and two larger cow herds developed from strong, home-raised genetics. The breeding program emphasizes moderate-framed females with reliable calving records and strong weaning performance, along with bulls that are efficient, sound, and easy-growing, allowing them to finish well to the rail.

Over the years, the program has been strengthened through the strategic use of sires from respected operations including Cold Creek, Skull Creek, Cornhusker, Slim Buttes, Silver Creek, Bison Spirit, Jumpoff, and Sheyenne River. These genetics have contributed to improved consistency, structural integrity, and overall herd performance.

Kevin and Anne Leier now lead the day-to-day operation, continuing the ranch's long-standing focus on functional, high-quality genetics. Heartland Bison Ranch markets bison both on the rail and to commercial and seedstock producers across the United States. Deeply committed to the long-term success of the bison industry, the Leiers actively support industry partnerships and initiatives that promote sustainability, integrity, and growth for generations to come.



Kevin & Anne Leier & Family
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