

## Written Profile



**Farm:** Beer Farms, Inc.

**Location:** Berne, IN

**Date of Origination:** 1891

**Industry Sector(s):** Cattle, Corn, Soybeans, Alfalfa, Wheat

"A family farm is more of a lifestyle than a profession or a career," shares Keith Beer, of Beer Farms, Inc. "It takes dedication by every member involved and becomes a way of life for the entire family. It is our family's personal belief that there is no better environment to bring up a family than to raise them on a farm." A focus on family values is one of the many reasons Beer Farms, Inc. has contributed to **Agriculture's Lasting Heritage** as a Century Farm.

The original farm was purchased by Keith's great-great grandfather, C.C. Beer. C.C. was originally from Switzerland. A farmer and an area horse trader, C.C. saw great opportunity in the plot of land in North-East Indiana.

Over the years, the greatest challenge in the family farming operation has been keeping up with continuously changing technological advancements. The agriculture industry has seen tremendous change in technology available over the past one hundred years. For the farmer, this means that just when they are getting settled with one piece of technology, a new one comes onto the market. Keith points out that, "technology in farming is as up to date as it in any industry. Having access to technological advancements is crucial to our success and survival." Embracing this change over time has enabled Beer Farms, Inc. to remain sustainable.



Original Beer home built in 1903. The home was built for a total of \$1,500, including all materials, labor, and the builders' room and board. is

Today Beer Farms Inc. consists of 2,000 acres of owned and rented land. This acreage consists of corn, soybeans, wheat and alfalfa, as well as approximately 1,700 head of Holstein dairy cattle. The farm is owned and operated by C.C.'s grandson, Max Beer, his wife Karen, and their two sons, Keith and Craig Beer.

Proactive financial planning has also been an important part of the farm's success. "Any farmer understands that farming can be a financial roller coaster," explains Keith. "With that said, it has been important for our family to budget and plan for the future accordingly." The careful planning of the Beer family has enabled them to prosper during successful years, while putting money away to fall back on during challenging times.

The Beers are not only stewards of their financial resources, but also successful stewards of the land. Keith puts it plainly in the words of an experienced businessman, "In any successful business you have to take care of your assets. In farming, your largest and most important asset is obviously your land."



Beer Farms, Inc. Today

The Beers are proud Farm Bureau members and recognize the value of the organization in providing support and education. Bringing together farmers from diverse locations and backgrounds, Farm Bureau provides networks that farmers would otherwise be without.

We are motivated by the commitment and family investment made by the Beer family, and we proudly recognize their contribution to **Agriculture's Lasting Heritage**.