

Written Profile



Farm: R. Brock Farms

Location: Gillett, Wisconsin

Date of Origination: 1904

Industry Sector(s): dairy cattle and corn

"I believe the future of family agriculture is very bright," remarks Russel Brock as he ponders the next phase of R. Brock Farms. We are pleased to showcase this fourth generation century farm and take a closer look at their contribution to **Agriculture's Lasting Heritage**.

The story of this Gillett, Wisconsin family farm began in 1904 when Peter M. Brock bought his first 40 acres of land; and in hopes of attracting a wife, built what would become the family homestead. During his lifetime, Peter built a two-story barn and purchased an additional 80 acres of land.

In 1938 Peter's son, Raymond, expanded the family farm buying the adjacent 120 acres and establishing a full-time dairy farm. The Brocks sold their milk to the Maple Valley Cheese Company, located on the Brock farm. Today the farm consists of 200 milk cows, 200 young stock and 640 acres. Russel and his wife Barb have owned the farm for 49 years and are in the process of selling the farm to their son Ryan. He, his wife Johna and their four children currently operate and own the dairy.



Third generation, Peter A. Brock, posing on the family's H in September of 1955.

The Brock family believes, "If you take good care of your cattle, they will take care of you; and if you take good care of your land, it will certainly take care of you and generations to follow." Remembering this keeps the Brock family's cattle and land at the forefront of their decision-making process as they work to stay up-to-date with the changes and innovations in technology.

Russel believes family farming gives each generation a strong heritage and understanding of their roots. He values the hard work of farmers before him and looks to his family to continue the tradition as they make a mark on **Agriculture's Lasting Heritage**.