



Bruce & Tracy Maybury

Maybury Wayken Up Cattle LLC

Bruce and Tracy Maybury have been key partners in our regional meats program since the founding of Black River Meats in 2010. Their farm is located in the picturesque Finger Lakes Region of New York, an area known for its fertile soil and rich farming traditions. Bruce grew up on a dairy & crop farm and purchased the family farm to make it what it is today – a 7,200-acre crop farm along with an all-natural beef farm consisting of 800 head of cattle.

Bruce describes their farming approach as “crop to cow,” otherwise known as vertical integration in sustainable agriculture. The Mayburys grow a combination of crops—soybeans, corn, wheat, and hay—to be harvested for their animal feed. They then grind the crops in two feed mills located on the farm. Adjacent to the feed mills stands a large open-air barn where cows of every color and pattern meander about, waiting for their twice-daily delivery of fresh hay and feed. The cow manure is then composted in a field just a stone’s throw from the barn, where it is eventually used to replenish the soil for next season’s crops. And the cycle goes on. As Bruce put it, “I do not like waste, so I make sure *everything* we produce gets utilized.”

The Maybury’s cows spend their first eight to twelve months at partner farms in the Adirondacks and northern Pennsylvania. These small family farms share similar values and farming practices, with the overall goal of making sure their cows lead stress-free, comfortable lives. This means having fresh air, plenty of room to move around and lay down, and all-natural feed. The Mayburys work with a nutritionist to ensure the cows are getting what they need to stay healthy. And they never use growth hormones or antibiotics in healthy animals. Cattle come to the barn between 500 and 600 pounds and are raised to 1,260 pounds.

Bruce sums it up with, “I take pride in the work I do, and value my customers input.” Black River Meats certainly recognizes this appreciation and is happy to play its part in carrying forward the Maybury legacy.