

Diablo Trust 2023 Annual Meeting Featured Speakers

Dan Probert

Cattle Rancher

Country Natural Beef Marketing Director



Dan Probert has spent his entire life in the Cattle Ranching business. Growing up on a ranch in Eastern Oregon, Dan moved to the central coast of California and started his own ranching enterprise in 1982. Dan moved back to Eastern Oregon in 1994 where he now ranches near Joseph Oregon. Dan also manages the resources on cow/calf and yearling operations in central Oregon and Nevada and is a minority partner in Beef Northwest Feeders, a diversified cattle feeding and cow/calf operation in the Pacific Northwest.

For the past 25 years Dan has been involved with the Country Natural Beef Cooperative. First as a member then as its Production Coordinator and served as its Executive Director for 5 years. Dan currently holds the title of Marketing Director for Country Natural Beef. CNB is a cooperative of family ranches that have been in existence since 1986. Currently CNB is 100 members strong and markets 65,000 animals per year to companies like Whole Foods, New Seasons Markets, and Sysco. Dan was also on the board of the Global Animal Partnership animal welfare board for 10 years.

Currently, Dan is working with Country Natural Beef ranchers, Sustainable Northwest and Northway Ranch Services to build and implement a regenerative ranching program that will involve more than 100 ranchers across the west. The program seeks to bring sustainable ranching practices to the forefront and document the continued success of regenerative ranching practices implemented on their lands.

Please see James Rogers Bio on the Following Page

James Rogers



James has been passionate about the cattle industry since he was 14 years old when his father helped him start a herd of registered Angus cattle. Although his original interest and education were in cattle genetics and animal science, in the last two decades, James has focused most of his attention on developing a better understanding of healthy rangelands and large-scale land management.

One of his greatest accomplishments was serving as the general manager of the 1-million-acre Winecup Gamble Ranch in northeast Nevada from 2010-2019. James continues to promote healthy landscapes and communities through his partnership on a leased ranching operation in Nevada along with an agriculture support company known as Northway Ranch Services.

In all his work to make ranching more profitable and sustainable, James has developed a keen interest in identifying long-term visions, including stakeholders in the process, and promoting environmental, social, and economic outcomes. He is a big picture thinker and would consider himself a “Social Entrepreneur”. James is proud to be involved in the creation and implementation of Country Natural Beef’s Regenerative Ranching Program.

