Peyton's Article

From the show ring to behind the camera, former Sullivan Supply scholarship recipient Payton Farmer has built a career around the show industry that raised her. Growing up in Brownstown, Indiana, Farmer was surrounded by cattle through her family's operation, Circle F Cattle. The Maine-Anjou and Hereford operation gave her an early introduction to the hard work and responsibility required in the livestock industry while also providing future opportunities.



"For me, the livestock industry has never been a career path, it has been a way of life," Farmer said.

Those lessons carried Farmer through a successful junior show career and eventually earned a Sullivan Supply/Stock Show University Scholarship in 2021. At the

time, she had already developed an impressive resume inside and out of the show ring. But graduating out of the junior livestock program didn't mean Payton Farmer was leaving the industry behind. Following high school, Farmer attended Oklahoma State University and earned a degree in Agribusiness.

"My education helped me better understand the business side of agriculture while building on the foundation I gained growing up in the livestock industry," Farmer said.

The combination of education and lifelong livestock experience helped Farmer find a career that allowed her to stay closely connected to the livestock people and experiences she knew so well. Today, Payton works for Next Level Images, traveling across the country photographing livestock shows and documenting the moments that define the show industry. Her career has taken her to some of the largest livestock shows in the country, giving her the opportunity to work with exhibitors, families, and breeders along the way. One of her favorite parts about her job is getting to tell a story through her camera lens.



“Having grown up showing livestock, I understand the countless hours, sacrifices, and memories that go into preparing for the show ring,” Farmer said. “Now, I get to preserve those moments for exhibitors and their families to hold onto for a lifetime.”

While Farmer’s career keeps her busy traveling, Circle F Cattle remains an important part of her life. She continues to play a major role in the day to day operations alongside her parents, Jason and Shannon Farmer. She also will continue in her future as she is recently engaged to Clayton Boyert, whose family operates Boyert-Core Cattle. Together, the couple shares the same passion for good cattle and a vision to keep agriculture and family at the center of their relationship.



When asked to reflect about receiving the S/S Scholarship, she said that supporting the young livestock exhibitors is an investment into people who will eventually become the breeders, photographers, business owners and leaders for carrying the livestock industry forward

“Scholarships like Sullivan Supply’s are so important because they give young people the opportunity to chase dreams that can sometimes feel bigger than what they can accomplish on their own,” Farmer said. “The livestock industry teaches us that hard work, dedication, and perseverance can take you a long way.”

For the next generation of scholarship applicants, Farmer’s advice is simple: don’t try to tell the story you think someone wants to hear. Tell your own.

